

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIV.

NEW YORK, FEBRUARY 7, 1906.

No. 6.

"I am constrained to add that the dates and other details of the attacks made upon it (*The People's United States Bank*) by the several parties indicated point to a concerted effort, originating in trade rivalry and embittered by malice."

"The whole story is one of shameful intrigue and persecution; one that should have been impossible in a free country, and one that when fully digested can scarcely fail to weaken that confidence in the security of our laws and institutions upon which our commercial affairs have hitherto reposed."

"It makes the whole conduct of the case assume the appearance of spite, intrigue and persecution, emanating from personal sources and employing for its ends the defective laws governing the Post-Office Department."

"To characterize such a transaction as fraudulent or unsafe, is an act either of virulent hostility, proceeding from some other motive than a desire to protect the Bank or the public, or else the effect of simple lunacy."

"If in the exercise of the tremendous power with which Congress has clothed the Postmaster-General, by enabling him to extend or withhold that so-called 'privilege' of the mails, which in the modern growth of Commerce has distinctly developed from a 'privilege' to a 'right,' he can find no better counsel than such as this, to guide him in the exercise of the Fraud Order prerogative, then there is no security for any business enterprise in America; and foreigners and others living abroad may as well understand it. The publication of Mr. Goodwin's opinion in this case, its adoption by the Post-Office Department, and its operation in continuing the Fraud Order against the People's Bank, constitutes a more fatal stab to the credit of American incorporated companies than all the railway and industrial failures of the past decade. It proves that no enterprise is secure from molestation without the personal approval of the Post-Office officials, and that such approval rests not upon law or evidence, but upon caprice and perversion."

The above quoted from a "Report on The People's United States Bank of St. Louis," by Hon. Alex. Del Mar, Editor of The American Banker, New York, formerly Director of the Bureau of Commerce, Navigation and Statistics, United States Treasury Dept.

A complete copy of this report will be mailed to anyone interested—and certainly every business man—in fact every far-minded, liberty-loving American citizen—should be interested.

For FREE copy, address Editorial Department,

The Lewis Publishing Company

UNIVERSITY HEIGHTS

ST. LOUIS, MO.

**No argument
Is necessary
With advertisers in
THE MEDICAL BRIEF
To convince them
Of the influence of its
Unrivalled circulation.**

**Returns from
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THE MEDICAL BRIEF
Establish the fact
Beyond peradventure of
Doubt or question.**

**Experience teaches.
Why not profit by
That of others
If you have
Anything to offer
To FAMILY DOCTORS?**

**The MEDICAL BRIEF has the largest circula-
tion among them of any medical
journal in the world.
Sample copy and rates for the asking.**

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9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.
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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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A DEFINITION.

WHAT CONSTITUTES CIRCULATION?
HOW SHALL IT BE ASCERTAINED?
HOW SHALL IT BE STATED?

An influential member of the American Newspaper Publishers' Association has promised to introduce a preamble and resolution at the February meeting of that association, with a view not so much of arriving at a definition as of learning what will be said against the adoption of such a definition. There are 262 members of the American Newspaper Publishers' Association, and among these are most of the leading dailies of the country, and 164 of them made reports of their circulation to the last issue of Rowell's American Newspaper Directory while 98 failed to do so. It would appear, therefore, that a considerable majority of the members of the association are in favor of allowing their circulation to be known.

Of the 164 members of the American Newspaper Publishers' Association that make circulation reports that are acceptable to the Directory, 22 have the absolute accuracy of their reports attested by the GUARANTEE STAR, of which the Directory editor takes occasion to say:

"The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and

clear, after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star."

Acting upon a suggestion let fall by the representative of one of the most active members of the association Mr. George P. Rowell recently attempted to prepare a set of preambles and resolutions such as, in his opinion, would bring the matter plainly before the convention. The contents of this document are here reproduced:

Whereas, Rowell's American Newspaper Directory and other publications, which are to some extent relied upon by advertisers, undertake to rate the circulations of American newspapers, and

Whereas, Reliable information on the subject of circulation is very much valued by those who spend money for advertising space, and

Whereas, In order that there may be fairness in the comparison of the circulation of one paper with another, it is desirable that there should be a uniform definition of what constitutes circulation, and how it shall be ascertained and stated, and

Whereas, The American Newspaper Publishers' Association is an association of daily papers, and the matter of circulation, on account of its bearing and influence upon advertisers, is of importance to the members of this association, and

Whereas, It is believed that if the members of the American Newspaper Publishers' Association should agree among themselves upon a definition of what constitutes circulation, and how it should be ascertained and stated, with a view of uniformity of method and fairness of comparison, the same would be adopted by the publishers of Rowell's American Newspaper Directory and other publications that attempt to cover the same field, and

Whereas, It is a recognized fact that it is not possible to tell in advance precisely what the circulation of a publication will be, and

Whereas, It is commonly believed that what has been done in the past is the best criterion of what will be done in the future, and

Whereas, It is not supposed that any publisher will issue copies for which he has not some probable or possible use, and

Whereas, The number of copies printed is the only count or record that can be known to a certainty and set down at the time of issue:

It is therefore hereby resolved, That the circulation of a newspaper is best ascertained and stated by setting down the number of com-

plete copies printed, omitting from the count all such as are spoiled in production or are less perfect than would be requisite to satisfy subscribers and news-stand purchasers, continuing the record for an entire year, ascertaining the total output of complete and perfect copies, and dividing the total output by the number of separate dates of publication, thereby ascertaining the average output for each separate issue for the year, and that average so obtained is, in the opinion of this association, the correct measure of circulation. It is further hereby

Resolved, That if any publisher desires to make known what he calls his net circulation—omitting from the total number of copies printed such as go to exchanges, are returned unsold, file copies, copies issued to employees, used as sample copies, copies not used at all or subject to any other disposition—inasmuch as such a report would doubtless tend to make a more conservative circulation statement, there can be no objection to it; but inasmuch as such a report is more difficult to prepare, requires time for ascertaining of details and the collation of figures, it should not take the place of one covering the actual number of copies printed, because, notwithstanding its great value—when used to supplement a report showing the number of copies printed, the latter is, after all, the basis of every satisfactory circulation report. It is further hereby

Resolved, That nothing in these resolutions, nor in the preambles thereto, shall be taken to convey the idea that, in the opinion of this association, circulation is the only item concerning which an advertiser should seek information; but merely that the circulation is a point of prime importance and the only one upon which it is possible to give definite information with mathematical accuracy.

Mr. Rowell procured the reading of the document, the contents of which are given above, before a small gathering of newspaper men, one of whom promised to present it at the February convention, or something modeled upon it or made up from suggestions it contains. The gentleman who made the promise admitted, however, that he took no real interest in the matter, because he does not believe it wise to allow his own circulation to be made known with any very definite exactness. Of course there is something to be said in favor of that position. Another gentleman objected to the opening paragraph of the preamble. "Why mention Rowell's American Newspaper Directory by name?" he asked. To this Mr. Rowell had no answer although he did make some reference to an alleged attempt to produce the play of Hamlet with Hamlet left out. Then the critic said the document

was much too long. To this Mr. Rowell replied that it was only an attempt to cover the ground and was capable of being made shorter by eliminating any word, sentence or clause that should be found superfluous.

Col. Charles H. Taylor, Jr., of the Boston *Globe* expresses himself as follows: "I have always been opposed to forcing one man's definition of circulation through a meeting." Maybe that is one reason why Colonel Taylor, with one of the best circulations to boast about that is to be found in America, is so likely to leave a loophole in his circulation statements that make them somewhat liable to be misconstrued. Mr. Rowell, well aware that such were the Colonel's views, has always wondered at them, and been amazed to find the Colonel about the most effective obstacle in his way in his efforts to get the matter before the American Newspaper Publishers' Association or its executive committee. The Colonel has been known to assert that "It will be many years before an absolute definition can be agreed upon," but admitting this, PRINTERS' INK is not able to see any objection to making an attempt, as a beginning, especially as every one has to admit that there can be no real comparison of the circulation of any two competing papers unless an agreed upon definition as to what is meant by circulation is set down as a first step. PRINTERS' INK recently addressed every member of the American Newspaper Publishers' Association on this subject, asking for an expression of views, and out of the entire membership of 262 eight responded. That was about as many as were expected. Thirty-eight years ago, when Rowell's American Newspaper Directory was founded, one newspaper man in twenty

(Continued on page 6.)

IT PAYS TO AIM YOUR ARGUMENTS AT WOMEN AND THE HOME.

¶ Practically nine out of ten advertised articles depend for their sales principally upon the purchases of women—the housewife or women in the home. ¶ Naturally it is good business acumen to aim your advertising story to first interest the woman of the house.

¶ It is, therefore, necessary that you use mediums that are carefully read by women and in the homes.

¶ The following clean, superior evening newspapers have a peculiar and commanding following in the homes of their respective cities unlike that of any competitors.

¶ In making up lists for your Spring advertising, it will pay you to investigate this list.

¶ Rates, sworn circulation statements, etc., furnished on request.

The Montreal Star.

The Washington Star.

The Baltimore News.

The Indianapolis News.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO

would tell something about his circulation. It might not be definite, it might not be true, but one in twenty would tell something. Twenty years later one publisher in ten could be induced to tell something and some of them would be quite definite. At the present time one publisher of every two will tell the Directory man something about his circulation, and one in three will make a statement that will hold water.

That there is a growing appreciation of the work that was inaugurated by Mr. Rowell thirty-eight years ago was indicated by Mr. Frank B. Noyes, President of the Associated Press in an address delivered by him in New York City on the evening of October 31, 1905. Mr. Noyes said:

It is as a publisher that George P. Rowell has done the work that in my judgment entitles him to the thanks in the fullest measure of all those who believe that thanks are due to one who has been the main moving cause of the revolution that has raised the advertising side of the newspaper business above the level of the green goods game.

Prior to his strenuous efforts it is true that here and there isolated newspapers had recognized an obligation to advertisers to make known to the buyers the measure of the goods they were selling them, and on the other hand then and now many honorable newspapers did not regard it as compulsory nor in accord with their interests to make known the amount of their circulations.

With these latter I have no quarrel, nor has Mr. Rowell had; but as a matter of fact it is not very many years back that in many quarters direct lying concerning circulation was regarded as a venial sin, and the buncoing of the succulent advertiser caused apparently no twinge of conscience.

With this condition of affairs existing Mr. Rowell began through his Newspaper Directory and later through **PRINTERS' INK** his many years' fight for honest circulation statements.

Week by week, month by month and year by year he has pilloried the circulation liar relentlessly, treating him exactly as a swindler should be treated.

By this course, made effective only by the merciless manner in which it was pursued, a revolution has been wrought in the ethics of circulation statements and, speaking broadly, the circulation statement of to-day is as essentially honest as are the representations made by the seller in other business enterprises.

I would not be understood as asserting that all is well with us and that the day of the necessity for the Rowell scourging has altogether past. In common with other lines of endeavor we still have our bad eggs, and we hope that Mr. Rowell will continue to ruthlessly expose them to the contempt of men.

Personally I have no doubt that so long as life remains to him he will continue to do just this thing, and for myself and my brother publishers I wish to put on record our deep appreciation of Mr. Rowell's great work in our behalf.

A SUMMARY OF NEWSPAPER CIRCULATION REPORTS.

Rowell's American Newspaper Directory for ten or a dozen years or more, in addition to the circulation ratings accorded to the various papers, has retained the ratings accorded for the preceding years. This practice has gone on so long that it is already evident that it must come to an end sometime. The information conveyed by the old ratings is so valuable to advertisers who attempt to put an understanding value upon the papers with which they propose to contract for an advertising service, it becomes evident that the record of the past dozen years should not be thrown away without at least preserving a summary of it. In just what form this digest should be made is a question that is at present exercising the ingenuity of the Directory editor. He recently took the volume for 1905 and made an attempt to deal with the first ten papers therein described for the State of New York, and below is set forth the story of each paper's circulation as revealed by the examination made:

1 During the past ten years the publisher of this paper has generally supplied the Directory editor with a satisfactory circulation report, during which time its average issues for a year have varied 1,700 to 2,100 copies. Its report for the year 1904 showed an average issue of 1,799 copies.

2 During the past ten years no satisfactory circulation report was obtained from this paper, but in the years 1897 and 1898 it had credit for issuing more than 1,000 copies. At the present time it is not supposed to issue so many as 1,000 copies.

3 This paper has never been known to claim to issue regularly so many as 1,000 copies.

4 This paper has never established a claim to having printed so many as a thousand copies regularly, and is not known to have claimed a larger issue for any year since 1902.

5 This paper has never registered any claim to issuing so many as 1,000 copies regularly.

6 The only circulation statement ever furnished by this paper in regular form was afterwards made to appear untrue and fraudulent. The ratings accorded during the past ten years have varied from exceeding 4,000 to exceeding 7,500. In 1904 the lower rating was accorded.

⁷
No definite circulation statement has been furnished by this paper since 1892. Only for the year 1897 has any claim been recorded to issue exceeding 1,000 copies. It is not now known to claim and is not now thought to issue so many as 1,000 copies.

⁸
This paper generally furnishes a circulation statement made out in regular form, and the accuracy of no circulation statement made by it has ever been questioned. Its average issue has grown from less than 11,000 in 1895 to more than 18,000 in 1904.

⁹
Never known to claim to print so many as 1,000 copies regularly.

¹⁰
No satisfactory circulation report was obtained from this paper after 1894, when it had credit for an average issue of 15,630 copies. It was supposed in 1904 to print regularly something more than 4,000 copies.

The ten reports given above exhibit a summary of the information gained from ten newspaper offices in the State of New York for the past ten or a dozen years. Those who wish to compare the digests with the original reports may turn to page 659 of the 1905 issue of the Directory and note the first ten papers belonging in the catalogue for the State of New York.

NOT A FLAT RATE.

NEW YORK, Jan 24, 1905.

Editor of PRINTERS' INK:

I would kindly direct your attention to the January 24th issue of PRINTERS' INK wherein is contained on page 48 an article entitled: "The Flat Rate Successful in Canada," which I note is a clipping from the *Manitoba Free Press*. This article credits the *Montreal Star* with a flat rate for advertising which is not so.

For your identification, I enclose herewith copy of the *Montreal Star* rate card from which you will note that there are sliding rates for contracts made for space or time. The *Family Herald and Weekly Star*, however, has a flat rate of 20 cents per line for advertising which I presume is the cause of this misunderstanding.

DAN A. CARROLL,

Special Representative of the *Montreal Star*.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

THE CIRCULATION GROWTH OF

The Des Moines Capital

in the last few years is evidence of its wonderful strength. Read the figures:

1900	13,330
1901	17,737
1902	24,081
1903	31,055
1904	35,338
1905	39,000
1906 January	40,000

Nearly everybody in Des Moines and Central Iowa reads the CAPITAL.

EASTERN OFFICES:

CHICAGO, NEW YORK,
87 Washington St. 166 World Building.
LAFAYETTE YOUNG, Publisher.

THE FEBRUARY MAGAZINES.

The automobile not only furnishes hundreds of thousands of lines of advertising to the magazines each year, but has lately furnished a patch for a rather bare spot in the magazine situation. After Christmas magazines are published there is a frightful drop in advertising, the January issues showing a loss of about two-fifths in business. There is no more abrupt falling off during the entire year. Less business is carried in July and August than in January, but the drop from spring highwater mark in April is gradual. Magazine publishers have found that it pays to whoop up the automobile right after Christmas, and the motor manufacturers seem to think it pays too, judging by the amount of automobile business found in February monthlies and January weeklies. Many representative weeklies issued special auto numbers last month, and practically all the monthlies for February have auto articles, auto departments and auto advertising. Two automobile shows were held in New York during the month, and newspapers helped the magazine situation while tending to their own interests. No exact figures are at hand, but superficially it is evident that the magazines this year will carry more of this business than during any previous season, and it is probably not too broad a statement to say that in the February issues alone there is more auto advertising than appeared in the recognized auto months a few years ago. The auto is coming, as Mr. Lawson says—not going. While cars increase in size, speed and horsepower, there is also a movement on foot to develop the "poor man's auto." Prices are going down on runabouts. This means more and ever more business for the magazines, for fashionable interest in the auto is nothing compared to popular interest. Motor

advertising is sometimes likened to the publicity of the bicycle a

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR FEBRUARY.

(Exclusive of Publishers' own advertising—asterisks (*) indicate magazines that state their advertising space is sold only for cash.)

	Pages	Ag. Lines
Motor (cols.).....	375	62,646
McClure's.....	149	33,458
*Country Life in America (cols.).....	191	39,941
Review of Reviews.....	130	29,120
Munsey's.....	116	26,984
*Everybody's.....	116	26,696
National Magazine (Jan.).....	108	24,192
System (Jan.).....	104	23,266
Harper's Monthly.....	103	23,276
Scribner's.....	100	22,581
Cosmopolitan.....	99	22,176
*Century.....	91	20,526
American Illustrated Magazine.....	91	20,384
Good Housekeeping.....	83	19,756
*Delineator (cols.).....	747	18,760
*Ladies' Home Journal (cols.).....	53	18,600
*Four-Track News.....	75	16,800
Outing Magazine.....	73	16,467
World's Work.....	73	16,386
American Homes and Gardens (cols.).....	84	14,160
Ainslee's.....	63	14,112
Ladies' World (cols.).....	67	13,570
World To-Day.....	59	13,328
Pearson's.....	58	12,992
*Designer (cols.).....	95	12,805
Success (cols.).....	74	12,804
Woman's Home Companion (cols.).....	63	12,748
*New Idea Woman's Magazine (cols.).....	60	12,199
Normal Instructor (cols.).....	90	11,811
Field and Stream (Jan.).....	52	11,726
*Housekeeper (cols.).....	57	11,440
World's Events (cols.).....	63	11,085
Technical World Magazine.....	49	10,994
Red Book.....	48	10,752
Harper's Bazaar.....	47	10,703
Appleton's Booklovers Magazine.....	45	10,262
Men and Women (Jan. cols.).....	50	10,134
Lippincott's.....	45	10,080
Strand.....	44	9,878
Metropolitan.....	43	9,632
Garden Magazine (cols.).....	66	9,550
Reader.....	42	9,408
Woman's Magazine (cols.).....	54	9,357
Health-Culture.....	40	9,168
Argosy.....	40	9,072
Outdoor Life (Jan.).....	40	9,072
Overland Monthly.....	40	8,960
Suburban Life (cols.).....	52	8,813
All-Story Magazine.....	34	7,616
House Beautiful (Jan. cols.).....	49	7,223
Theater Magazine (cols.).....	35	6,071
Smart Set.....	26	5,936
American Farming (cols.).....	41	5,904
Madame (cols.).....	33	5,478
Popular Magazine.....	23	5,264
Human Life (cols.).....	28	4,775
Gunter's Magazine.....	19	4,266
Tales.....	18	4,032
Critic.....	17	3,808
Twentieth Century Home (cols.).....	22	3,522
*Benziger's Magazine (cols.).....	15	2,820
*St. Nicholas.....	8	1,962
Philistine (Jan.).....	22	1,530

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR JANUARY.

(Exclusive of Publishers' own advertising—
asterisks [*] indicate magazines that state
their advertising space is sold only for cash.)

Week ending January 6:

	Cols.	Ag. Lines
*Life.....	70	9,807
Independent (pages).....	37	8,288
Collier's.....	34	6,470
Literary Digest.....	41	5,604
*Saturday Evening Post... 31		5,405
Churchman.....	30	4,850
Leslie's Weekly.....	23	4,703
Vogue.....	20	4,306
Town Topics.....	26	4,262
Outlook (pages).....	15	3,360
*Public Opinion.....	23	3,220
*Christian Herald.....	18	3,080
*Associated Sunday Maga- zine.....	16	2,922
*Scientific American.....	11	2,308
Illustrated Outdoor News	10	1,718
Harper's Weekly.....	8	1,313

Week ending January 13:

*Scientific American.....	72	14,410
*Saturday Evening Post... 53		9,057
Collier's.....	36	6,840
Literary Digest.....	38	5,494
*Associated Sunday Maga- zine.....	28	5,040
Outlook (pages).....	19	4,256
Town Topics.....	23	3,890
*Christian Herald.....	22	3,661
Illustrated Outdoor News	22	3,802
Churchman.....	23	3,738
Independent (pages).....	16	3,684
Vogue.....	23	3,640
*Life.....	24	3,452
Leslie's Weekly.....	17	3,450
Harper's Weekly.....	17	2,850
*Public Opinion.....	17	2,380

Week ending January 20:

Vogue.....	167	26,106
Collier's.....	50	9,512
Literary Digest.....	40	5,774
*Associated Sunday Maga- zine.....	30	5,305
Leslie's Weekly.....	25	5,003
Outlook (pages).....	20	4,634
Churchman.....	28	4,469
Town Topics.....	25	4,260
Independent (pages).....	19	4,256
*Life.....	29	4,127
*Saturday Evening Post... 24		4,080
*Public Opinion.....	24	3,360
*Christian Herald.....	16	2,709
*Scientific American.....	13	2,684
Harper's Weekly.....	14	2,320
Illustrated Outdoor News	9	1,532

Week ending January 27:

Outlook (pages).....	72	16,128
Collier's.....	51	9,702
*Saturday Evening Post.. 47		8,118
Literary Digest.....	39	5,643
*Associated Sunday Maga- zine.....	26	4,755
*Christian Herald.....	24	4,125
*Scientific American.....	20	3,942
Independent (pages).....	17	3,808
Churchman.....	22	3,643
Leslie's Weekly.....	17	3,498
*Public Opinion.....	24	3,360
Town Topics.....	19	3,242
Vogue.....	19	2,991
Illustrated Outdoor News	14	2,308
Harper's Weekly.....	11	1,801
*Life.....	19	1,307

Totals for January:

Vogue.....	37,043
Collier's.....	32,524

Ag. Lines

Outlook.....	28,378
*Saturday Evening Post... 26,660	
*Scientific American..... 23,344	
Literary Digest.....	22,815
Independent.....	20,036
*Life.....	18,783
*Associated Sunday Maga- zine.....	18,022
Churchman.....	16,710
Leslie's Weekly.....	16,054
Town Topics.....	15,054
*Christian Herald.....	13,775
*Public Opinion.....	12,320
Illustrated Outdoor News	9,450
Harper's Weekly.....	8,284

few years ago, but from present indications it will so far outstrip the bicycle both in volume and permanency as to make the latter resemble some faint tradition of the past. One side of the auto ad has still to be developed—the exploitation of second-hand machines. Occasionally a newspaper announcement of a second-hand dealer is seen, but never a magazine ad. There is little likelihood that exploitation of second-hand machines will hurt results from regular auto publicity, as second-hand cars, like second-hand pianos and piano-players, create a desire for something better.

* * *

Mr. Munsey has the center of the magazine stage just now. Since he abandoned the newspaper field as an experimenter with his two remaining papers, his undoubted genius for hitting the popular taste has been active. The *All-Story Magazine* has succeeded, noticeable improvements have been made in *Munsey's*, and now a new monthly on new lines is announced for February—the *Scrap Book*. This magazine will be quite unlike anything at present in the field, its province being to publish good things from old scrap books, as well as from current periodicals. Hundreds of scrap books have been purchased, some of them a century old, and it will be readily seen that such a publication, intelligently edited, will cater to all classes; no reader can be too bookish or critical to find pleasure in the right kind of old favorites, while those who like poetry and general reading of

the mother-home-and-heaven type can be fed full. Incidentally, a great mass of good copy has been opened up at small cost. The *Scrap Book* will be a ten-center, and 500,000 copies are to be printed first month, according to the publisher. Wide newspaper advertising will herald it—\$50,000 is to be spent, with another \$50,000 on *Munsey's* and the *All-Story*. Still another change in the *Munsey* publications is embodied in the announcement that with the March issue of *Munsey's* its advertising section will be arranged to permit reading matter opposite the ads, on the lines of the *Ladies' Home Journal*, *Collier's*, *Success*, etc. A full page of advertising is to have a full page of reading opposite, a full column of advertising a full column of reading, and so on. A special rate is made for this class of business, amounting to a fifty per cent advance, but the cost is not appreciably greater when circulation is considered—*Munsey's* announces an issue of at least 750,000 copies for March, and perhaps 800,000, so that it is a candidate for the million class.

* * *

The mass of advertising carried by *Motor* this month shows how sharp is the line between the specialized magazine and the general periodical. Automobile advertisers patronize the general magazines generously, but a publication like *Motor* is one that they practically have to use, while dozens of small motor contrivances and specialties advertised in its pages seek no other publicity. The publication standing second this month in point of business carried is also a specialized magazine—*Vogue*, while another has fourth place—*Country Life in America*. *Motor's* heavy advertising is a result of the automobile shows in New York, and the publication went to press late on this account. Manager G. von Utassy reckons the cash business in *Motor* for February at 64,344 agate lines, but according to the

method followed in counting for this department a total of 62,646 lines was reached. Certainly this is enough.

MAGAZINE NOTES.

The *Home Magazine*, of Minneapolis, published by the P. V. Collins Publishing Co., is to be consolidated with *Madame*, Indianapolis.

Collier's has reprinted three Dooley articles in a handsome little book, which was sent out as a holiday souvenir to the advertising world.

Wm. A. Carroll, who has represented the *Scientific American* in Chicago for seventeen years, resigned recently, and has announced no new connection.

The February issue of the *Outing Magazine* is devoted to the Pacific Coast, and the publisher announced that an edition of 100,000 would be printed.

Seth Brown, formerly advertising manager of *Men and Women*, is now the Chicago advertising representative of that magazine, with offices in the Marquette Building.

A. A. Tanyane, advertising manager of *Human Life* of Boston since its first issue, has resigned to go into the agency field. He has formed connection with the Donnelly & Sons Agency.

An office for *Suburban Life* has been opened on the Pacific Coast, at 758 Mission street, San Francisco, and a house-to-house subscription canvass covering the entire coast has been undertaken.

During December the *Ladies' World*, according to Horace Dumars, booked a large number of renewals and fresh subscriptions without special booming, 40,000 being received in one week alone, with cash.

Harper's Magazine says that it "will avoid graft, crime, sports, politics and subjects of purely ephemeral newspaper interest, but will in its special articles cover every phase of human activity." Seven stories will be printed in every number and every number will contain pictures in color.

The *Garden Magazine* promises an increase in circulation for the coming year of 50 per cent and the advertising rate remains the same. It announces that Tiffany & Co., have contracted for a full page every month during the coming year, also Chickering & Co., commence with full pages in the January number.

The February *Review of Reviews* has three excellent "readers" on the Southwest, one of two pages for the Frisco System, of general nature, another of

four pages for the agricultural town of Falfurrias, Texas, and a third of four pages for the city of Dallas. This number of the magazine deals almost wholly with the South and Southwest.

The *Review of Reviews* announces a net gain of twenty-six per cent on yearly subscriptions over its average for the past three years, indicating general prosperity of the classes to whom it goes. Many advertisers regard the *Review of Reviews* as big medicine among the prosperous, intelligent farmers who send their children to college.

Denver has a representative magazine in *Outdoor Life*, which was established in 1897 and is edited by J. A. McGuire. Of standard size it deals with game, fishing, outdoor recreation and sports, nature study, etc. Ralph D. Whiting, Temple Court, New York, is its special Eastern advertising representative.

Everybody's classified department has grown to four pages, and includes the classifications of Real Estate, Lawyers and Attorneys, Automobiles and Machinery, Pianos and Organs, Office Equipment, Schools and Academies, Business Opportunities, Hotel Directory and Miscellaneous. There is also a department of Seeds and Poultry in the February issue.

The Periodical Publishers' Association of America offers \$25 reward to anyone assisting in the arrest, conviction and imprisonment of a subscription swindler, and publishes a notice to that effect in many of the magazines. If this advertisement were made a standing feature of all magazines for a year it would be hard for swindlers to operate.

The *Housekeeper*, Minneapolis, has also established a classified advertising department—or will begin one with its March issue. The rate is to be \$1.50 a line, which puts an ad before 1,500,000 readers, according to the publisher's statements. The department starts with four classifications—Real Estate, Business Chances, Agents Wanted and Miscellaneous.

From a year's advertising in *Literary Digest*, using liberal space, the Battle Creek Sanitarium Company received returns in eleven months amounting to \$7,360. "This," writes R. G. Howse, Jr., Western representative of *Literary Digest*, "shows two things: First, that people will spend their money and go away from home to secure health. Second, that it pays to use large space and keep it up."

Tom Watson's Magazine, according to Tom Watson himself, is owned chiefly by Colonel Mann, publisher of *Town Topics*, who holds the majority of its stock. Mr. Watson owns a large block, too, and there are several other

stockholders. Editorially, though, the magazine is absolutely controlled by Mr. Watson, and would be of little value without his personality and following.

The *World To-Day* is to have a "service department" to bring readers in touch with one another in business matters, and will add to its advertising section as a feature thereof a classified department comprising For Sale, To Exchange and other want ads. The rate is seventy cents a line, no announcements of less than four lines accepted, nor any of more than fourteen lines.

The *Century* has an oddity in its February advertising pages, an announcement of Messrs. Balfour & Co., violin agents and experts, London, showing two half-tone views of a remarkably fine Joseph Guarnerius fiddle, dated 1736, which has been placed in their hands for sale. The price quoted is \$25,000. The announcement occupies half a page, and is as fine in its class as the instrument offered.

"Be gracious to your friends at no cost to yourself" says *Lippincott's* to its readers, and prints blanks for the names and addresses of four persons which the reader is privileged to fill out and send in, with suggestions as to the particular back issue of *Lippincott's* he would prefer each of his friends receive as a sample. This is a good way of turning old copies into advertising. Most publishers send them out haphazard.

It is difficult to tell where the text in the *National Magazine* ends and the advertising begins. Before the January issue was out some newspapers had announcements in their book columns of an article to appear in the *National*, "Doing Three World Capitals in Three Weeks," an account of a quick trip to Europe, written by Joe Chapple himself. The article itself turns out to be a "write-up" of the Hamburg-American line. What the newspaper editors who printed the advance notice said has not, so far, transpired.

A new wrinkle appears in an ad of the American School of Correspondence, Chicago, printed recently in the *Associated Sunday Magazine*. Fully half the space in a six-inch double-column announcement was left blank, with the direction to readers to write their own story in this space, telling name, address, the line of work they would like to take up, etc. As a novelty this may have been effective, yet one is inclined to think that had the space been occupied with good description the reader would willingly have supplied writing paper.

A monthly publication that has come rapidly to the front is the *Technical*

World Magazine, of Chicago, which was established two years ago this month. It is practically the only popular scientific magazine of standard size, and, in addition to its many articles on scientific and technical matters, publishes a fair amount of purely popular reading, conducts query departments for readers and is profusely illustrated. Its offices in Chicago are at 3325 Armour avenue. It sells at ten cents, and seems to have a good distribution on newsstands.

The *Twentieth Century Home* appears again at five cents, with the word "home" very much subdued in its title, as though the intention were to drop it ultimately. Formerly John Brisben Walker conducted this monthly as a woman's magazine, but never succeeded in making it convincingly feminine. Now it has largely eliminated the feminine appeal and deals with men's matters, particularly the movements with which Mr. Walker has long been associated. One article on how to make a bed, and another on conserving beauty, make up the feminine interest of the February number. The rest is life insurance, Wall Street, traction, etc.

"The A B C's of Foreign Correspondence," an article in the February *World's Work*, has the merit of being not abusive in tone, like most articles on foreign trade, and gives some sensible suggestions regarding correspondence usages of different countries—what to substitute for "Yours truly" in writing an Englishman, a Frenchman, a Spaniard, etc., how to test the abilities of translators, points to be made especially clear to foreign inquirers, the wisdom of giving consideration to the most unfavorable looking missives from foreign parts, and so on. A good, brief, pithy article—by far the best this magazine has yet printed in its department of business science.

Good Housekeeping claims supremacy in the New England States, and demonstrated by figures that it carried more business originating in that section than its three leading competitors in the woman's field. The totals for 1905 are given as follows:

	Total Magazine Pages.	No. of Advertisers.	Av. lines per ad per issue.
Good Housekeeping..	201	501	90
Ladies' Home Journal.....	161	525	68
Delineator.....	128	383	77
Woman's Home Companion.....	108	340	71

The life-insurance turn-over has set people thinking of investment securities, and magazines are now printing articles that ought to be adapted for advertising purposes by banks, trust

companies and investment brokers. The February *Atlantic* has one of high financial value, "Industrial Securities as Investments," by Charles A. Conant, an authority of great prestige, while for easier reading and the uses of popular advertising a banker or trust company official can turn to "How May a Woman Invest a Small Sum?" in the February *World's Work*. This is short, and might be used entire as a piece of bank literature, with proper credit to the magazine.

The advertising feature of the Butterick Trio for February is a four-page insert in colors advertising an entirely new idea in women's clothes. Instead of selling patterns, the company advertising (Ready-to-Make Garment Co., 253 Church street, New York) sells fabric all cut into garments, ready to be sewed together and trimmed, and guaranteed to fit the person who sends special measurements. In other words, a woman can buy a tailored gown, cut by a man-tailor for her, and probably in an exclusive fabric controlled by this concern. To announce its method a four-page insert in the Butterick Trio was taken and made not only an announcement, but a catalogue of garments as well, more than forty pieces of lingerie, street and house wear, children's garments, etc., being illustrated or described. This announcement cost \$18,000, it is stated, and the usual claim that it is the most costly advertisement is printed. Perhaps it is. Rumor says that Ralph Tilton, advertising manager of the Butterick Trio, has an interest in the Ready-to-Make Garment Co.

James Creelman, the well-known newspaper correspondent, has joined the editorial staff of *Pearson's*, and will write for it exclusively for a long term of years. This magazine is now on a sound footing, according to the editor. "The history of *Pearson's* is romantic," he says. "Launched during 1899 by a management inexperienced in American magazine making, *Pearson's* bounded into prominence with a first number circulation of 100,000 copies. Within three years the circulation had advanced to 240,000. For a while it looked as though *Pearson's* was the boy wonder—and then came a slump. *Pearson's* hadn't made good. Another six months, and the original management had to step down and out. In July, 1902, the present publishers took the reins, with the once vaunted circulation of 240,000 dwindled to 170,000. We made up our minds that the interest of the magazine must be made satisfying. To promise something extravagant in a widely circulated advertisement, and to fool thousands of purchasers, we felt could not make for permanent success. By the end of the year we had grown again to the 200,000 mark. Another year, and we had added 35,000 more to the monthly output. By March, 1904, we had reached the quar-

ter of a million mark, and we have averaged somewhat better than 250,000 copies per month ever since. The output of the February number is between 260,000 and 270,000 copies. These advances have come naturally—without general advertising. *The magazine has sold itself.*

THE HARVEST OF DOROTHEA'S SHEARS.

Whenever Dorothea reaches for the long shears I steal a look across the library table to see what advertisement she is going to snip from among its fellows. Dorothea is compiling a scrap-book of freak advertising and says that it is going to be more productive of chuckles than a whole anthology of wit and humor.

She really has some choice specimens, but I think my favorite is the following, which ornamented the back cover of the *First Congregational Parish Monthly* of Los Angeles:

—'S RAPID SERVICE CAFE.

With its limited bill of fare, opened for business in Los Angeles on the 22d inst., to wit., January 22, 1904.

At this writing we are open five days and three hours, and be it said to the glory of our Heavenly Father and his blessed Christ success already attends the enterprise. Yes, the glory must, and by the grace of God shall, be *all* His, for truly we are, like the cronies, a feeble folk; but oh, how sweet to listen to the precious whisper "If any man lack wisdom, let him ask of God, who giveth liberally and upbraideth not, and it shall be given him." Oh hallelujah!

Sinners, of course, are most gladly welcomed to our board, but how much more do we love to see with us, at least occasionally, those dear ones of the household of faith, the real children of our Divine Master. Please come other than between 11.30 and 1.30 noon time, or between 5.30 and 7 p. m. when practicable.

Location 429 Spring street.

Hours of operation, from 2 a. m. Monday until 11.30 p. m. Saturday. Will further state that we are 150 feet south of "The Angelus."

THE SIGN OF THE GREAT NEW ZEALAND CLAM SHELL.

I forgot entirely to say that we have a lovely chapel service daily at 6.40 a. m. sharp, lasting twenty minutes. Very glad to see you there, but only in groups of five or six. Don't come, please, to ventilate your eloquence, as that will never be permitted. You come mainly to listen. Lots of our people are filled with the Spirit. Glory be to Jesus.

Dorothea is rather inclined to consider the above effusion as somewhat irreverent. But as the editor of the *Parish Monthly* didn't draw the line at it, Dorothea has given it a prominent place in her collection.

Going from one extreme to the other; from California to Boston, Dorothea is especially fond of the advertisement of a firm which announces in elaborate

Bostonese: "Infants and Children's Habilliments."

And you really ought to hear her read the following, which is actually the way in which a Boston newspaper advertises its advertisements:

Want ads in the Boston — have the advantage of the most varied classification. The purpose is not confusedly to puzzle out needless subdivisions, but ingeniously to supply so many as may serve to encourage a more general and generous appeal to newspaper readers on the part of all who have work or things to sell or to seek—by having them to do so with promising assurance that their ads will catch the eye of those specially interested in their proposals and propositions.

"Whew!" Dorothea always exclaims as she catches her breath at this point. "Isn't that the loveliest lot of language you ever heard! Have some more."

And she proceeds:

But in this regard some publishers are offensively arbitrary, not to say foolishly contrary. If, for instance, you want a suite of rooms in a specific locality, or with special accommodations, furnished thus and so, you don't want your ad jumbled up with a lot of board offers and room tenders.

"Tut, tut!" says Dorothea, pausing reprovingly. "You almost know what he means when he writes like that. However—"

"No," sighs Dorothea with appreciation; "'tisn't everywhere thus, but here's a Springfield paper which can teach Boston a thing or two. I love this Springfield first page. Most first pages are devoted to the biggest piece of news the editor can hear of or make up. But in Springfield, Mass., the first page of the paper scintillates with advertisements of tomatoes, tombstones and Mt. Tom."

Dorothea is literally correct in this statement. Here is a tombstone advertisement from the front page:

MONUMENTALISMS.

It is to the Exceptional Quality of our workmanship and designs, rather than the moderation of our charges, that we invite attention.

That very nearly reaches the level of Bostonese. As for this advertisement of Mt. Tom, from the same page, well—

MT. TOM

BEAUTIFUL!!!

This mountain hath a pleasant outlook. The air nimbly and sweetly recommends itself into our gentle senses. Around, above us, in the noonday glow, how calm the landscape rests.

When a cable led chariot goes heavenward do not miss being in it. It goes every half hour.

Thanks to Dorothea, I am becoming fairly addicted to advertisements. But on the whole the Massachusetts output recommends itself to me rather more "nimbly and sweetly" than the rest, though lacking perhaps what Boston would call the luxuriant efflorescence of the California advertisement man's pen. —*New York Sun.*

THE EARLY DAYS OF THE BOSTON "GLOBE."

In the New York *Graphic* for January 28, 1880—a newspaper since gone out of existence—appeared the picture and story here reprinted. It is an interesting story about an interesting and successful American publisher and it was thought worth preserving in the volumes of the Little Schoolmaster:

MEN WHO MAKE PUBLIC OPINION.

MR. CHAS. H. TAYLOR, MANAGER OF THE
BOSTON "GLOBE."

The Boston *Daily Globe* is the youngest daily paper in Boston, and Mr. Charles H. Taylor, its manager, is the youngest of the newspaper managers in the city, he having seen only thirty-three years, although he has the appearance of having passed into the silver decade of life, between forty and fifty. Mr. Taylor is a born journalist. Twenty years since he entered the office of the *Evening Traveller*, of that city, as an apprentice in the composing room, and soon after he became a reporter, in which department of journalism he excelled in some respects, having, among other important attributes, a "nose for news." Mr. Taylor's connection with the editorial department of the paper gave him excellent opportunities for studying men, measures and things; and, in addition to his regular duties, he found time to write very readable letters to the New York *Tribune* and the Cincinnati *Times*.

Arriving at his majority, Mr. Taylor made up his mind to make his mark independent of the "demnition grind" of the daily newspaper. He entered politics, studied State affairs and State institutions, and upon the election of Governor Claflin he became his private secretary, with the title of Colonel, by which appellation Mr. Taylor is best known. Mr. Taylor served three years in that position, keeping up some of his newspaper connections at the same time, and thus prevented his journalistic pen from becoming rusty or dull.

Mr. Taylor was a member of the Massachusetts House of Representatives the year following, in 1872, and the next year was elected Clerk of the House, contesting the position with William S. Robinson, a well-known newspaper correspondent, whose famous "Warrington" letters in the Springfield *Republican* were for many years a popular feature of that paper.

Mr. Taylor's political career was a brief but successful one, and brought with it an experience, a wide acquaintance and a prestige which are vouchsafed to only a few young men. The

most notable event in Mr. Taylor's career was his fight for the clerkship of the Lower House of the Legislature, and the result of that contest showed, in a measure, "the kind of stuff this man was made of." The office in question is one of the best in the State, and was formerly held by Luther S. Cushing, author of "Cushing's Manual." Mr. Robinson, who had held the office for eleven years, held what he supposed was a life mortgage upon the position perforce the power of his sarcastic pen and wide, long acquaintance, which in a measure made him popular with the leaders of the Republican party. Mr. Taylor was the only man who in eleven years had been bold enough to beard this political lion in his den. Mr. Taylor's "pipe laying" was a surprise all around, for he was elected by a vote of nearly three to one on the first ballot. His previous experience in the Executive Department and the House and his newspaper training eminently fitted him for his new position.

Mr. Taylor's connection with the Boston *Globe* (which had been in existence six years previously) began in 1873, and he is now devoting his time and talents to what he regards the best profession and pleasantest occupation in the world—journalism. He found the *Globe* in a very unsatisfactory condition, and found it necessary to almost establish a new paper in its place. He finally reduced the size of the *Globe* from a quarto of six columns to the page to a folio of seven columns to the page, and also reduced the price from 3 cents to 2 cents per copy. The *Globe* was also the only newspaper in Boston that advocated General Butler's nomination for Governor, Mr. Taylor taking a decided stand for the General and in the interest of the people. Upon Mr. Taylor alone devolved the solution of how to make the *Globe* a success in face of past blunders, sharp competition and a heavy expense. For almost six years Mr. Taylor has been the first and the last man to arrive at or leave the office, personally superintending every detail pertaining to the editorial and business management. He richly merits the success which has crowned his efforts.

Our picture of Mr. Taylor shows a young man slightly below the medium height, with broad shoulders supporting a good head, with a forehead indicating that the intellectual and executive faculties are well developed, while the general features of the face are suggestive of an ability to manage the business to which he has devoted himself. Naturally very reticent and tenacious and possessing great vital power and endurance, Mr. Taylor seems to be eminently fitted, in addition to all his other marked qualifications, for the profession which he has adopted and in which he has already found a place among the self-made men of the guild.

An intimate acquaintance with Mr. Taylor has led the writer to believe that he is a strong believer in Artemus Ward's theory that "when an emergency comes the proper thing to do is thing designed to advance the interests of the *Globe*."

"Colonel," said the representative of the *Graphic*, "I want to talk with you about five minutes for the benefit of



CHAS. H. TAYLOR, MANAGER OF THE BOSTON "GLOBE."

to rise up and cave in the emergency's head."

Mr. Taylor was found with his legs under the mahogany of his desk the other day, apparently at work on some-

the only illustrated daily paper in the world," and the "Colonel," yielding to the inevitable, submitted gracefully and answered several questions. He was asked what attribute he regarded

as an essential one in the success of business.

"Self-reliance" he said, "is a most important element in an education for the battle of life." Mr. Taylor said he acquired that quality in the army, he having at the age of sixteen enlisted as a private. After eighteen months' service he returned to his home at Charlestown, where he was born, with a bullet in his side, which he still carries there. "Self-reliance and ambition are handy to have in large stock," said Mr. Taylor, "and not a little of what is vulgarly called 'cheek' is a good thing in its way when used at just the right time in the right place." In this connection several stories are told of Mr. Taylor's reportorial career which aptly illustrate how necessary it is to possess self-reliance, ambition and "cheek" in order to make a successful newspaper reporter. The events connected with these special cases of enterprise served as opportunities for developing Mr. Taylor's genius as a journalist in more ways than one.

When Mr. Taylor became the manager of the *Globe* he found that an unoccupied field in Boston journalism existed, and he accordingly made up his mind to fill it. Summoning to his aid Colonel E. C. Bailey, formerly proprietor and editor of the *Herald*, Mr. Taylor urged the veteran journalist to join with him in directing the editorial department of a two-cent paper that would reach the masses of the Democratic party. The *Globe*, thus launched upon a new sea of journalistic experiment, extended its circulation from 12,000 to 35,000 or 40,000 in a few weeks, and the Sunday edition was increased to 30,000 in an equally short period. The wisdom of the change was at once manifest. The paper now has a peculiar field in which there are no competitors. In the meantime, there has been a large expenditure of money for new machinery, fast presses, etc., and to-day the office is one of the most thoroughly equipped and appointed of its kind in the country.

These preliminary facts given, the representative of the *Graphic* asked Mr. Taylor to give him his ideas upon some popular subject, which he regarded as directly associated with his journalistic experience, and one which would at the same time "point a moral" or "adorn a tale."

"Well," replied Mr. Taylor, "as I have not lived out half my days, according to the calculations of life insurance men, I cannot really say that I have much either of a biography or an experience worth relating; but, perhaps, I can throw out a few hints, newspaperial or otherwise."

"You have been introducing a new feature in the journalism of this country by inserting continued stories," we remarked. "Do you think the idea will be generally adopted, judging from your experience?"

"That is an idea," said Mr. Taylor, "that I have been considering for several years, and I finally concluded to try it. I know that there is a wide difference between the newspapers of Paris and those in the great center of this country. We all know that the daily papers of Paris have made continued stories a feature for years, and that the best works of Girardin, Dumas—*pere et fils*—Zola and other famous *litterateurs* have appeared in this way. A good story frequently enlarges the circulation of a Parisian paper to an enormous figure. I read Whitelaw Reid's ideas of the future of journalism, as expressed to the Ohio newspaper men, with great interest. I think his views are sound in the main. He showed, what we all can see, that the facilities for getting news can hardly be increased in the future, since you can hear now from almost any part of the world in an hour. Certainly, nothing can be quicker than lightning or the telegraph, and any paper can be enterprising in newsgetting, the only limit being the amount of money to be expended. The startling 'beats' of the early days of American journalism can hardly be repeated to any considerable extent. Mr. Reid's idea that papers will turn their attention to their own local fields and develop particular features and special lines of strength therein is undoubtedly sound. Whether the reporters of the future will all be Macaulays or Froudes is a question. The suggestion that they will be has led to a good deal of ridicule at Mr. Reid's expense. Time will prove whether he is right. That extraordinary ability is being developed in this direction is certainly shown in the local departments of all our great newspapers in the big cities, especially in their Sunday issues. What progress has already been made in this direction certainly justifies Mr. Reid's assertion in a general way. I had a long talk on journalism with Mr. Abell, the founder and present proprietor of the *Baltimore Sun*, a few weeks ago, and his theory was that Mr. Reid's statements in this particular were entitled to great weight, and were in the main sound and sensible. What I am trying to accomplish is to unite the Parisian idea, which has been successfully tested for years, with Mr. Reid's theory. My stories are local and I am simply developing a strong local feature in romance. If we are not to have Froudes or Macaulays, we can certainly utilize our literary men in enriching our local columns, the paper selecting such writers as it deems best adapted to its constituency. The plan has resulted most successfully thus far, and it has many advantages which are not apparent at first sight or after a hasty examination of the subject. As I have recently said in announcing my second story:

"Fiction has long been the ally of temperance and the useful servant of

religion, and even rigid science is now using it to popularize and clothe with attractive raiment her fleshless skeleton of facts. It is read by the schoolboy, to whom Robinson Crusoe is a reality, and by the scholar-like Macaulay, who finds in its pages mental enjoyment and rest. To fiction are given the greatest efforts of literary genius, and the greatest reforms have had their origin in its teachings.

"These truths all will admit, and there seems to me to be no legitimate reason why fiction should not be a subordinate feature of a daily newspaper, and one which will strengthen it with its readers. By adopting it, also, the daily newspaper can do much towards driving the vile and impure trash which is now so eagerly devoured by the young entirely out of the market. But I have talked much longer than I intended, and had really rather hear or read the views of older and abler journalists than to present any of my own for discussion."

"Speaking of Froudes and Macaulays as reporters," we suggested, "do you think the journalists of the future will all be college graduates and what are known as educated men, so that poor boys cannot work their way into prominent positions in the profession, as they have in past years?"

"I have my own views as to what constitutes an educated man," was the reply; "but although I have crowded a great deal of life into my thirty-three years, I do not feel competent to be considered an authority on this subject. If I should live to be fifty or sixty years of age, my present ideas might be radically changed. I do not consider that a young man who has been through the grammar and high schools and a college is of necessity an educated man, though I know this is the theory of the world. That young man has simply got a good start, and if he is wise he will not consider that he is educated until he ends his life. A man who wishes to succeed must learn something every day of his life and also have the faculty of utilizing his knowledge. It is not the extent of a man's knowledge but his ability to utilize what he possesses that wins his success. If a man has a little book knowledge, starts in trade, turns over what little knowledge he possesses every day and wins commanding success, people frequently remark that it is a pity he is not an 'educated' man. He may not be able to write an elegant letter or discuss the proper pronunciation of Latin, but that man is really an educated man, since he is practical and is thoroughly educated in every detail of some kind of business. I do not underrate the value or pleasures of a knowledge of literature, history and the languages, but a man of common sense and a strong grip on his line of trade or business generally reads and studies what he can utilize in his business with a sufficient percentage over

to assist a thorough enjoyment of life. We see many men in public and professional life whose success appears wholly out of proportion to their talents. Men sit in judgment upon them, and are apt to regard such as having blundered into success; and you will always find such men self-reliant and ambitious, no matter how small their capital in life may have been from the start. In this connection allow me to observe that there is no better place in the world for a person to obtain a good education than in the office of a daily newspaper—and he needs no college education to fit him for the onerous and varied duties of a severe journalistic life. With talent, energy and a desire to excel, the poor boy can safely take his chances among the Froudes and Macaulays of the coming generation of newspaper men."

IN GERMANY.

AMERICAN CONSULATE-GENERAL.

BERLIN, Germany, Dec. 26, 1905.

Editor of PRINTERS' INK:

I have read with great interest the admirable articles which have appeared from time to time in your excellent journal, with regard to the advertising and sale of patent medicines.

It is refreshing to read your fearless exposure of everything that is essentially rotten in connection with réclame. There has, however, as you are undoubtedly aware, been published in other quarters a great amount of sentimental twaddle on the subject. A little knowledge is a dangerous thing, and the truth of an old proverb has probably never been more conspicuously exemplified than in this connection.

They manage these things very well in Germany. The Germans are endowed with a vast amount of healthy common sense, and it will presumably be of interest to the readers of PRINTERS' INK, who I take it, have in general an open mind, to hear how the advertising and sale of secret remedies is regulated in the Fatherland. I have carefully analyzed the two-hundred police regulations and instructions with regard to the subject under discussion.

Respectfully yours,

WILLIAM MAYNER, Secretary.

PATENT MEDICINES.

FRANK M. MARES,

Prescription and Manufacturing
Druggist,

2876 Archer Avenue,
CHICAGO, Ill., Jan. 6, 1906.

Editor of PRINTERS' INK:

Will you kindly inform me of a few good weekly and daily metropolitan papers that carry the largest line of patent medicine advertising.

Yours truly,

F. M. MARES.

SYMPATHY never sold a feed mill.—
Agricultural Advertising.

A GOOD WAY TO ADVERTISE VACANT OFFICES.

While the new building of the New York *Times* was being filled with tenants a good many display ads for its offices were printed on the news pages of the paper itself. These were of several kinds, according to who wrote them, and for the most part were nothing out of the ordinary. One series, however, seemed to bring out an idea that, if not new in realty advertising, is at least not common—the use of a floor diagram to show the general layout of vacant business quarters. This idea originated, so far as the *Times* is concerned, with Adolph S. Ochs, its publisher, and was eminently

his own purposes. Besides, the diagram, when used in fairly large space on news pages, makes an excellent illustration, catching the eye much more readily than the silly cuts that are often printed in display realty advertising. A diagram will catch the proper eye for a certainty.

Diagrams of floors might easily be used in advertising high-class apartments. They would show a great many more essential details than these comparatively simple plats of offices. They could indicate not only the location and size of the various rooms, corridors, doors, baths, light and air shafts, servants' quarters, etc., but might have noted upon its margin the size of windows, the view



effective in attracting people to the offices.

Where rooms in an office building are to be advertised the superintendent usually inserts a description something like this:

FOR RENT—Suite in Blankington Building; three large rooms; 1,000 square feet floor space; two toilets; five large windows; private entrance. Apply on premises.

This gives some clue to a man looking for offices, but no printed words can tell him where the windows are, or how the three rooms are laid out. With the floor diagram, however, he can see the location of windows, note how the rooms lay in relation to one another, how much space is embraced in each, locate the toilets, lavatories and doors, and mentally plat out the place for

from them, the facilities for ventilation, and such modern details as fireproof and soundproof construction. In fact, the plat of a good apartment—one renting for enough to make it worth while—might be made extremely attractive as an illustration, and when used in display advertising upon the opening of a large apartment house would unquestionably attract attention to it at once. Plats may also be used for booklets and folders. They ought to have a chance to show whether they are not a good deal better type of realty illustration than the serio-comic cuts from an electrotype jobber's catalogue which are still used extensively to illustrate catch-lines that, in their turn, are written to illustrate the cut.

There are not many ways of picturing real estate, but here is one, and a good one.

In the *Times* these diagrams occupied double-column spaces from three to six inches deep, but their outlines are so simple and strong that they would be clear if reduced to the dimensions of a postage stamp, provided a deep etching were ordered.

THE WANT ADS.

The value of a large volume of want ad business to the modern daily is generally conceded. It is not the purpose to demonstrate here that a good want ad page is beneficial to the circulation of a newspaper, that it is an interesting feature in itself, and that it can be made very profitable, but only to present a few fundamental ideas necessary for the development and holding of the want ad business.

A peculiar fact in connection with the want ad business is the fact that so many publishers are of the opinion that this business can be increased quicker and better by the use of "catch-penny" schemes. There is no reason why the want ad business should be secured in a manner any different from that in which display advertising is secured. The man or woman who spends ten cents or twenty-five cents or \$1.50 for a want ad does so for only one reason—the hope that the investment will pay. Schemes will induce some people to spend a few cents for an ad which otherwise would not have been spent, but in nearly all cases where schemes are used the patronage drops off as soon as the scheme is discontinued, and in the end no advance, consistent with the time and money spent, has been made.

Want advertising (properly speaking classified advertising) differs from display advertising in only one important way—it is subject to classification. Generally speaking the want business can be increased by nearly all the methods used to increase the dis-

play business. The difference in rates and other conditions sometimes necessitate different methods of securing the business but the same means always prove the best.

The development of the want ad business is largely a matter of education just as it is in the development of the display business. It is necessary to impress upon the public the way in which want ads can be made profitable, the reasons why they should be used, the smallness of the cost. This can be accomplished by the employment of solicitors or by an advertising campaign. From an advertising point of view nothing is better than the advertising space of the paper which is selling the want ads. Newspaper space can be sold by advertising in the paper which has it for sale. Most of the want ads in a paper are inserted by the readers of a paper and a "header" over the want ads stating in a few words the good points of the paper's want ad page will bring results from readers of the paper who have never used want ads before. Attractive circulars will reach the readers of other papers who use want ads. Testimonials are of great value, and contests which are intended to produce them have proved successful when conducted in a dignified manner. The want ads received from an advertising campaign are usually inserted for but a few days, and it requires a proper handling of the want ad business to hold these advertisers and thus show a continual growth.

The one great feature of the want ad page is the classifications and their proper arrangement; and the attention of some one to see that all ads are properly classified is necessary in getting and holding the want ad business. The position of the classifications are of importance. There is not a newspaper man in this country who has not heard some outsider comment on the fact that in a certain paper he knows exactly where to find anything or every-

thing. The value in having certain classifications in certain positions is relatively the same as that of having certain news features in certain columns or on certain pages. The wise want ad man is he who puts the classifications which are most in need of development in the most prominent position. Their regularity can be easily arranged by having a number of unimportant classifications with which to justify the columns.

All ads should be placed under the classification where they properly belong. When a newspaper publishes a business ad under the heading of "Lost" it is helping the advertiser to fool its readers to a certain extent and the consequent loss of confidence in the want ad page falls upon the paper.

When the same kind of type is used in all want ads all advertisers have an equal showing and position. The use of display type in the want ads compels advertisers to use large type and large space to attract attention and eventually decreases the value of the classifications and naturally the value of the want ad page to the public.

The rate on want ads should be consistent with the fact that want ads are of value to a paper aside from the financial returns. The rate should be lower than that charged for display advertising also because it is all machine set and easily handled. Some publishers, however, are endeavoring to get a large number of want ads at a rate in excess of that charged for display.

The entire business of getting and holding want ads is a business of attending to petty details. It is dealing with small advertisers and taking in small amounts of money. It requires a system which will permit of this detail work without the expenditure of much time and money, but it is a business that can be made just as profitable, in proportion, as the display business.

The greatest increase I have

ever made from my own work has been in my present position with the *Public Ledger*, having increased this business over 700 per cent in about seven months. This increase is the result of utilizing the advertising space in the *Public Ledger* and of following out the ideas mentioned above. I think I am correct in saying that all the great want ad mediums of the country to a very large extent have followed the same fundamental ideas.

J. H. McLAUGHLIN,
Advertising Manager the Norfolk,
Va., *Public Ledger*.

AN AMENDMENT.

NEW YORK, Jan. 25, 1906.

Editor of PRINTERS' INK:

Referring to article on Pond's Extract in January 3d issue of your valued publication, your reporter evidently misunderstood my remarks with reference to the value of advertising in medical journals.

I intended to convey to him the idea that no small part of the success of our company was due to that class of advertising and the recognition of the medical profession secured thereby for Pond's Extract of Hamamelis Virginica during the past sixty years.

I believe that medical journal advertising—by its introduction of our product to the profession—has contributed materially in paving the way to the esteem in which Pond's Extract has ever been held by physicians, both at home and abroad, from the time they first began to appreciate its many intrinsic merits and sterling qualities, over half a century ago. In support of this statement we offer the fact that we are now using upwards of sixty medical publications—a larger number than ever before.

In justice to myself, as well as to the medical journals of the country, I trust you will publish this.

Very truly yours,

W. T. SEAGRAVE,

Adv. Mgr. Pond's Extract Co.

AGENCY DOINGS.

THE Dodge Advertising Agency, Inc., Boston, Mass., with a fully paid capital of \$10,000 has taken over the advertising agency business of Irving P. Dodge, who is president and treasurer, and holds ninety-eight out of 100 shares of stock.

THE Beaumont Advertising Agency, of which Mr. Henry F. Beaumont is general manager, has removed from the Arcade to Suite 311-312-313 First National Bank Bldg., Nashville, Tenn.

A Roll of Honor


(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

 Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Athens. Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 6 mos. 1905, 1,032.

Birmingham. Ledger, dy. Average for 1904, 19,381. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican, Daily aver. 1904 6,329. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA.

Fresno. Evening Democrat. Average April, 5,193. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,539.

Oakland. Herald, daily. Average for 1904, 7,533. Now 8,500. E. Katz, Spec. Agent, N. Y.

Oakland. Tribune, evening. Average for nine months ending Sept. 30, 1905, daily 13,447.

The Billboard, America's Leading Theatrical Weekly, San Francisco office, 37 Phelan, 806 Market St. Rube Cohen, Mgr.

San Francisco. Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending August, 1905, 62,617; Sunday, 88,941.


San Francisco. Sunset Magazine, monthly, literary, two hundred and eight pages, 523. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose. Morning Mercury and Evening Herald. Average 1904, 10,575.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay, actual aver. for 1904, 10,326, for 1905, 11,688.

Denver. Post, daily. Post Printing and Publishing Co. Average for 1905, 46,610. Average for Dec. 1905, dy. 47,593. Su. 64,459.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia. Sentinel, dy. Aver. for 1904, 4,965. First 6 months '05 5,111. E. Katz, Spec. Agt., N. Y.

Bridgport. Evening Post. Sworn daily av. 1904, 19,989. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union. Sworn daily av. 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden. Journal, evening. Actual average for 1904, 7,649.

Meriden. Morning Record and Republican. daily average for 1905, 7,587.

New Haven. Evening Register, daily. Actual av. for 1905, 12,711; Sunday, 11,811.

New Haven. Palladium, dy. Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Spec. Agt., N. Y.

New Haven. Union. Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.

New London. Day, ev'g. Aver. '04, 5,855. 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk. Evening Hour. Daily average year ending Dec. 1904, 3,217. April circ., as certified by Ass'n Am. Adv'rs, all returns deducted, 2,869.

Norwich. Bulletin, morning. Average for 1904, 5,550; 1905, 5,920; Dec., 6,122.

Waterbury. Republican, dy. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington. Every Evening. Average guaranteed circulation for 1904, 11,160.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, 35,550 (©©).

FLORIDA.

Jacksonville. Metropolitan. *dy. Ar. 1904, 4,760. First six mos. '05, 9,028. E. Katz, Sp. Ag., N. Y.*

GEORGIA.

Atlanta. Constitution. *D'y ar '04, 28,882; W'y 107,925. Aug. '05, d'y 40,723; S'y 50,102.*

Atlanta. Journal. *dr. Ar 1905, 40,058. Sunday 47,998. Semi-weekly 56,751.*

Atlanta. News. *Actual daily average 1904, 21,230. S. C. Beckwith. Sp. Ag., N. Y. & Chi.*

Augusta. Chronicle. *Only morning paper. 1904 average. daily 5,661; Sunday 7,450.*

Nashville. Herald. *Average for March, April and May, 1,375. Richest county in So. Georgia.*

ILLINOIS.

Chicago. Citizen. *Daily Average 1905, 1,052; weekly, 1,127.*

Champaign. News. *Oct. and Nov., 1905, no issue of daily less than 5,010; d'y and w'ly, 6,200.*

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. *Average for 1904, 4,100. (C.)*

Chicago. Breeders' Gazette. *weekly, \$2.00. Average circulation 1905, to Oct. 1st, 56,423.*

Chicago. Farmers' Voice and National Rural. *Actual aver., 1905, 50,700. Jan., 1906, 42,460.*


Chicago. Gregg Writer. *monthly. Shorthand and Typewriting. Actual average 1904, 13,750.*

Chicago. Inland Printer. *Actual average circulation for 1904, 18,812. (C.)*

The Billboard. *America's Leading Theatrical Weekly. Chicago office, 87 South Clark St., suite 61. Phone Central 6934. W. A. Patrick, Mgr.*

Chicago. Orange Judd Farmer. *Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.*

Chicago. Record-Herald. *Average 1904, daily 115,751. Sunday 199,400. Average first four mos. 1905, daily 148,928. Sunday 205,501.*

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. System. *monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Ar. for year end. Feb. 1905, 33,750. Issue for Sept. 1905, 60,200.*

Kewanee. Star-Courier. *Actual average circulation, 1905, daily, 3,297; weekly, 1,298.*

Peoria. Evening Journal. *daily and Sunday. Sworn daily average for 1904, 13,525.*

Peoria. Star. *evenings and Sunday morning. Actual average for 1904, d'y 21,528. S'y 9,957.*

INDIANA.

Evansville. Journal-News. *Ar. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A. N. Y.*

Marion. Leader. *daily. W. B. Westlake, pub. Actual average for year 1905 5,623.*

Muncie. Star. *Average 1905 daily, 27,500. Sunday 16,998.*

Notre Dame. The Ave Maria. *Catholic weekly. Actual net average for 1904, 25,815.*

Richmond. Sun-Telegram. *Sworn ar. 1905, dy. 5,744.*

South Bend. Tribune. *Sworn daily average, 1905, 7,205. Sworn aver. for Dec., '05, 7,609.*

IOWA.

Clinton. Advertiser. *Average Dec. 1905, 11,255. City Circulation, 5,948, which is double that of any other paper.*

Davenport. Democrat and Leader. *Largest year. city circ'n. Sworn ar. Dec., 1905, 8,550.*

Davenport. Times. *Daily aver. Dec., 11,408. Circulation in City or total guaranteed greater than any other paper or no pay for space.*

Des Moines. Capital. *daily. Lafayette Young, publisher. Actual average sold 1904, 56,852. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.*

Keokuk. Gate City. *Daily ar. 1904, 5,145; 1905, 5,406.*

Muscatine. Journal. *Daily ar. 1905, 5,282. Semi-weekly 5,032.*

Sioux City. Journal. *daily. Average for 1904, sworn, 21,754. Ar. for Nov., 1904, 20,458. Prints most news and most foreign and local advertising. Read in 30 percent of the homes in city.*

Sioux City. Tribune. *Evening. Net sworn daily, average 1905, 21,287; Dec., 1905, 25,354. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the guaranteed star.*

KANSAS.

Hutchinson. News. *Daily 1904, 2,964. First six mos. '05, 3,296. E. Katz, Sp. Agent, N. Y.*

KENTUCKY.

Harrodsburg. Democrat. *Put it on your 1906 list; 3c. per 1,000; Ad. Proven ar. cir., 5,532.*

Lexington. Leader. *Ar. '04, avg. 4,041. Sun. 5,597. Aug., '05, avg. 4,549. E. Katz, Spec. Agt.*

Louisville. Times. *Daily average year ending June 30, 1905, 54,025 (3c). Beckwith Agency, Rep.*

Paducah. Journal of Labor. *wkly.-Accepts only the best class of advertising and brings results from the best class of wage-workers.*

LOUISIANA.

New Orleans. Item. *official journal of the city. Ar. cir. first eight months 1905, 22,095.*

MAINE.

Augusta. Comfort. *mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.*

Augusta. Kennebec Journal. *dy. and w'y. Average daily, 1905, 6,986; weekly, 3,090.*

Bangor. Commercial. *Average for 1905, daily 9,455; weekly 29,117.*

Dover. Piscataquis Observer. *Actual weekly average 1905, 2,019.*

Levinston. Evening Journal. *daily. Ar. for 1905, 7,598. (C.) weekly 17,448. (C.)*


Phillips. Maine Woods and Woodsman. *weekly. J. W. Brackett Co. Average for 1904, 8,180.*

Portland. Evening Express. *Average for 1904, daily 12,166. Sunday Telegram, 8,476.*

MARYLAND.

Baltimore. American. *dy. Ar. to June 30, '05, 64,068. Sun., 58,318. No return privilege.*

Baltimore. News. *daily. Evening News Publishing Company. Average 1905, 60,678. For December, 1905, 58,915.*

 The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Circulation 1905

Daily average distribution,	88	Per Cent	Daily net paid average,
76,869	of circulation goes directly into homes of its readers.		71,028

The largest circulation per capita of population
of any evening paper in the country

THE INDIANAPOLIS NEWS

Advertising 1905

	Cols.		Cols.
Display . . .	17,408	Total	22,435
Classified . .	5,027	Daily average	71.90

Daily average increase
over 1904 (cols.) . **8.65**

Eastern Representative, Dan A. Carroll, Tribune Building, New York
Western Representative, W. Y. Perry, Tribune Building, Chicago

MASSACHUSETTS.

Boston. Evening Transcript (©©). Boston's best table paper. Largest amount of week day av.

Boston Globe. Average 1905, daily, 192,581. Sunday, 299,643. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

★ **GUAR AN TEED** ★
The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Fall River. News. Largest circ'n. Daily av. '04, 6,953. Robt. Tomes, Rep., 116 Nassau St., N.Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 572,544. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,082. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester. L'Opinion Publique, daily (© ©). Paid average for 1905, 4,253.

MICHIGAN.

Grand Rapids. Herald. Average daily issue last six months of 1905, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids. Evening Press av. Average 1905, 46,456. Covers Western Michigan.

Jackson. Patriot, morning. Actual daily average for 1904, 3,158. Av. Sept., 1905, 3,557.

Kalamazoo. Evening Telegraph. First 6 mos. 1905, dy. 10,128. June, 10,174. A. v. 9,685.

Saginaw. Courier Herald, daily, Sunday. Average 1905, 12,394; December, 1905, 15,507.

Saginaw. Evening News, daily. Average for 1905, 16,710. December, 1905, 18,542.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,428.

Minneapolis. Svenska Amerikanska Posten Nwan J. Turnblad, pub. 1904, 52,063.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average 1905, 87,187.

★ **GUAR AN TEED** ★
The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Journal Printing Co. Aver. for 1905, 57,029; 1904, 64,332; 1905, 67,588. Oct. 1905, 67,847. Nov., 68,848, Dec. 67,927.

★ **GUAR AN TEED** ★
The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis Tribune. W. J. Murphy pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the last six months of 1905, was 79,928. The daily Tribune average per issue for the last six months of 1905, was 105,096.

★ **GUAR AN TEED** ★
CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 43,000 daily. The paper Directories recognize the Tribune as the recognized Want Ad paper of Minneapolis.

St. Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Dispatch. Average net sold for year 1905, 60,565 daily.

St. Paul. Volkzeitung. Actual average 1904, dy. 12,683. av. 28,637. Sonntagsblatt 28,640.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'ly circ., yr end '9 Jan., 1905, 2,175. Pop. 14,900, and growing.

MISSOURI.

Clinton. Republican. W'ly av. last 6 mos. 1904, 2,340. Dy. est. Apr., '04, av. last 6 mos. 64,806.

Kansas City. Journal, dy and w'ly. Average for 1905, daily 65,446. weekly 205,001.

Joplin. Globe, daily. Average 1904, 12,046. Oct., '05, 13,874. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Ctr., 1st 6 mos. 1905, 55,525. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (© ©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1904, 68,583; average for 1905, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Semi-weekly average daily circ. 1905, 11,776. Aver. Dec., 1905, 12,698.

NEBRASKA.

★ **GUAR AN TEED** ★
Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1905, 15,229. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1905, 147,052.

Lincoln. Freie Press, weekly. Actual average for 1905, 150,784.

Lincoln. Journal and News. Daily average 1904, 26,588. February, 1905, average, 28,055.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905, 4,204.

NEW JERSEY.

Elizabeth. Journal, Av. 1904, 5,522; first 6 mos. 1905, 6,515; last 6 mos. 1905, 6,718.

Jersey City. Evening Journal. Average for 1905, 22,456. Last 6 mos. 1905, 25,408.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Albany. Times-Union, every evening. Est. 1866. Average for 1905, 34,689; December, 35,479.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. June, 1905. 12,289 (*).

Buffalo. Courier, morn. Av. 1905, Sunday 86,774, daily 48,008; Enquirer, even., 81,027.

Buffalo. Evening News. Daily average 1904, 88,457; 1905, 94,690.

Corning. Leader, evening. Average, 1904, 6,288; 1905, 6,595.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls. Morning Star. Average circulation, 1904, daily 2,292.

Mount Vernon. Daily Argus. Average 1905, 3,318. Westchester County's leading paper.

Newburgh. News, daily. Av. 1905, 5,160, 3,000 more than all other Newburgh papers combined.

New York City.

American Magazine (Leslie's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 78,296.

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 90% to 95% of the postoffices in the Southern States. All advertisements guaranteed.

Army & Navy Journal. Est. 1863. Actual weekly average for 52 issues, 1905, 9,442 (69). Only Military paper awarded "Gold Marks."

Bakers Review monthly. W. R. Gregory Co. publishers. Actual average for 1905 5,008.

Benziger's magazine, family monthly. Benziger Brothers. Average for 1904, 27,025. present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1905, 26,228 (60).

Gaelic American, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

Haberdsasher, mo., est. 1881. Actual average for 1905, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,020 (60). D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. Actual aver. year end, Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

The Billboard, America's Leading Theatrical weekly. New York Office, 140 Broadway. Walter K. Hill, Mgr. Phone 1630 Bryant.

The People's Home Journal, 544,541 monthly. Good literature, 444,867 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow, Jones & Co., pub. Daily average 1905, 13,158.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 571,706. Sunday, 411,074.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4,205 (3); January, 1906, issue, 5,618 (3).

Rochester. Case and Comment, mo. Law. Av. for 1904, 30,000; 5 years' average, 30,108.

Schenectady. Gazette, daily. A. N. LECTY. Actual average for 1905, 11,625. 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co., pub. Aver. 1905, daily 55,553. Sunday 40,098.

Utica. National Electrical Contractor, mo. Average for 1904, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,529.

NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145. Sunday, 8,408. semi-weekly, 4,496.

OHIO.

Ashabula. American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland. Engineers' Review. Actual cir. for 1905, 250,650, monthly aver, 20,888 copies.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Dec., 1905, 69,454 daily, Sunday, 78,981.

Dayton. Herald, evening, Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

The Billboard, America's Leading Theatrical Weekly. Cincinnati, New York, Chicago.

Youngstown. Vindicator. D'y av. '04, 12,020. LaCoste & Maxwell. N. Y. & Chicago.

Zanesville. Times-Recorder. Sworn av. 1st 6 mos. 1905, 10,427. Guard'd double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1905 aver. 11,161. Dec., '05, 11,980. E. Katz. Agent, N. Y.

OREGON.

Portland. Journal. Dy. and Sy. Actual average for Dec., 1905, 24,055. Aver. year '05, 21,926.

PENNSYLVANIA.

Chester. Times, ev'g d'y. Average 1905, 7,740. N. Y. office, 230 B'way. F. H. Northrup, Mgr.

Erie. Times, daily. Aver. for 1905, 15,248. December, 1905, 15,661. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn av., Oct. 18, 616. Largest paid circula'n in P'd g, or no pay.

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,

"has been pronounced the one 'that best serves its purpose as 'an educator and counselor 'for the agricultural population, and as an effective and 'economical medium for communicating with them 'through its advertising columns.' " Unlike any other paper."



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for 1905, **15,090** copies.

Philadelphia. Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©).

Philadelphia. German Daily Gazette. Average circulation 1st 6 mos., 1905, daily 50,996; Sunday 40,155; sworn statement. Cir. books open.



Philadelphia. The Press is the Great Home Newspaper of Philadelphia. It is a Gold Mark Newspaper, a Roll of Honor Newspaper, and a Guarantee Star Newspaper, the three most desirable characteristics for any newspaper. Average circulation Daily Press, December, 1905, 106,951; average circulation on Sunday Press, December, 1905, 145,295.

The circulation of

THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET PAID DAILY AVERAGE FOR THE YEAR 1905,

211,134 COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

DECEMBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of December, 1905:

1	169,306	17	Sunday
2	179,961	18	165,253
3	Sunday	19	166,838
4	168,678	20	165,411
5	169,279	21	167,71
6	167,199	22	166,263
7	166,530	23	168,977
8	167,277	24	Sunday
9	170,062	25	Holiday
10	Sunday	26	166,393
11	166,369	27	166,420
12	167,177	28	165,935
13	166,837	29	166,044
14	166,448	30	166,970
15	163,965	31	Sunday
16	167,474		

Total for 35 days, 4,188,127 copies.

NET AVERAGE FOR DECEMBER,

167,525 copies per day

BARCLAY H. WARBURTON, President.
PHILADELPHIA, January 8, 1906.

THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the POST. Objectionable advertising is excluded from its columns. Circ., dy. 60,988, S. 71,356.



West Chester. Local News, daily. W. H. Hodgson, Average for 1904, 15,180 (3). In its 34th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit, America's Greatest Weekly Average 1905, 226,715. Smith & Thompson, Reps., New York and Chicago.

York. Dispatch, daily. Average for 1905, 15,551. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,853 for 1905.

Providence. Daily Journal, 17,290 (©). Sunday, 20,486 (©). Evening Bulletin 27,536 average 1904. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1905 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, daily 9,587 copies (©); semi-weekly, 2,625, Sunday '05, 11,072 (©). Actual average July to Dec. 31, '05, daily 10,15; Sunday 11,524.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Dec. 31, 1905, 15,018 (3). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Av. '05, 10,562. Led nearest competitor 11,000 in advertising '04, 6 days vs. 7.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 9 mos., 1905, daily 29,120, Sunday, 55,497. weekly, 81,852. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1905 18,772; for 1904, 20,708. Average March April, May, 1905, 21,837.

TEXAS.

Denton. Record and Chronicle. Daily av. 1905, 947. Weekly av. 3,141. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '04, 4,211; June '05, 5,080. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Burr. Times, daily. F. E. Langley, pub. 1905, 3,527; for last six months, 1905, 3,691.

Burlington, Daily News, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Burlington, Free Press, daily av. '04, 6,682; '05, 6,558. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland, Herald. Average 1904, 5,527. Average 1905, 4,256.

St. Albans, Messenger, daily. Actual average for 1905, 5,051.

VIRGINIA.

Norfolk, Dispatch. Average 1904, 9,400; 1905, 11,660. Dec., '05 av. 12,656. Largest circ'n.

Norfolk, Landmark (©). Leading home paper. Circ. genuine. No pads. Vandoren, Sp'l.

Richmond, News Leader, afternoons. Actual daily average 1904, 24,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia, Recorder—evening. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma, Ledger. Dy. av. 1905, 15,344; Sy., 20,355; wy., 9,642.

Tacoma, News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,320.

Wheeling, News. Daily paid circ., 11,196. Sunday paid circ., 11,857. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janesville, Gazette, d'y and s-w'y. Circ'n—average 1904, daily 2,851; semi-weekly 5,207.

Milwaukee, Evening Wisconsin, d'y. Av. 1905, 26,648 (©).

Milwaukee, Journal, daily. Journal Co., pub. Average 1905, 40,517. Dec., 1905, 41,157.

Oshkosh, Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,605.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877; only Wisconsin paper whose circulation is guaranteed by the Am. Newspaper Directory. Actual weekly average for 1904, 27,254; for 1905, 41,748. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average net for first six months of 1905, 4,350.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1905, 2,687; Dec., '05, 9,008. H. DeClerque, U. S. Rep'r., Chicago and New York.

Victoria, Colonist, daily. Colonel P. & P. Co. Aver. for 1904, 45,566 (3); for 1905, 4,802.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1904, d'y, 25,698; weca-y, 15,801. Daily, November, 1905, 81,898.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax, Herald (©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,055.

Toronto, The News. Sworn daily average 1905, 28,242. Rate 3½¢. Flat. Largest circulation of any evening paper published in Ontario.

Toronto, Star, daily. Daily average December, 1905, 41,091.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,359; Av. Mar., '05, 95,826. Sat., 115,392.

Montreal, Star, d'y & wy. Graham & Co. Av. for '05, d'y, 55,127; wy, 122,269. Av. for 1904, d'y, 56,795; wy, 125,240.

Sherbrooke, Daily Record. Average 1905 6,152; December, 1905, 6,655.

THE DATE

Circulation statements covering the year 1905, will be in time to have attention in Rowell's American Newspaper Directory for 1906—thirty-eighth year of publication—if they are received on, or before,

FEBRUARY 15

Orders and copy for display advertisements, and Publishers' Announcements should come to hand within the same time limit to insure proper attention, the submitting of proofs and the making of desired corrections.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aug., 1905. Daily 40,725 (◎◎). Sunday 50,102, Weekly 107,925.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPERS (◎◎). Chicago. Only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark. Because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDEE, Boston (◎◎) greatest trade paper; circulation universal.

BOSTON PILOT (◎◎). Every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎). Established 1830. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet. "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE NEW YORK TIMES (◎◎). Over 100,000 metropolitan circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-episcopal. 47 Lafayette Place.

VOGUE (◎◎). the authority on fashions. Ten cents a copy; \$4 a year. 11-15 E. 24th St., N. Y.

THE IRON AGE (◎◎). established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—The leading American authority—Tribune, Scranton, Pa. E. News prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE. In 1905, circulation 19,000 (◎◎). D. I. MALLETT. Pub. 223 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,100 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). established 1874. The great international weekly. The consolidation of the ELECTRICAL WORLD AND ENGINEER and AMERICAN ELECTRICIAN. Average circulation, 1905: ELECTRICAL WORLD AND ENGINEER (weekly), 13,702; AMERICAN ELECTRICIAN (monthly), 17,917.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

THE PRESS (◎◎) is the Great Home Newspaper of Philadelphia. It is a Gold Mark Newspaper, a Roll of Honor Newspaper, and a Guard; since Star Newspaper, the three most desirable characteristics for any newspaper. Average circulation daily PRESS, December, 1905, 106,331 average circulation Sunday PRESS, December, 1905, 145,295.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎). the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. (circulation 15,558, flat rate.

ADVERTISING THE CLASSIFIED.

(Selections from the scrapbooks of the Philadelphia Bulletin.)

Treading a sewing-machine or whatever your employment is may not suit you. You think your health might be better with outdoor work, or might improve with indoor work. The *Bulletin* want ad columns furnish you with the means of suiting your particular requirements by placing your wants before over 200,000 people each evening.

Nearly every drug store in Philadelphia has a phone. Nearly every drug store in Philadelphia is a branch want ad office of the *Evening Bulletin*. You can use the phone free and tell your wants to the *Bulletin*, which will, through its want columns, tell them to over 200,000 people each evening. Should you phone before 12 noon your ad will be inserted the same day.

No use riding all over creation to get a good cook for your wife. Tell her to put a help wanted ad in the *Bulletin* and it will fetch one to her at once. In fact, if you have any want of any kind, be it help or a situation, or if you want to buy or sell anything, advertise it in the want columns of the *Bulletin*. Nearly everybody in Philadelphia reads the *Bulletin*.

If you need help in a hurry telephone the *Bulletin*, Walnut 612, and your advertisement will be inserted at once and bill sent you, and the chances are ten to one that you will get the very thing or person you need. It makes no difference whether you want a clerk or a hostler, a stenographer or a cook. They all look to the *Bulletin* to tell them of the best opportunities in town.

The Town Crier is out of date. Wide-awake people nowadays advertise in a live newspaper. Advertisements in the *Bulletin* reach the business public, as well as nearly every household in Philadelphia, and are of immediate value to employers and the unemployed, buyer or seller, loser or finder. In fact, *Bulletin* want ads fill all wants.

Climb as high as you can. Find your opportunity in the want ad columns of the *Bulletin*.

Just step around the corner to the drug store. It is almost certain to be a *Bulletin* branch, for nearly every drug store in this city is one now. The clerk will telephone your ad to the *Bulletin*. You will see the ad in the paper the same afternoon. The same evening or the next morning you select your help from among the many applicants.

You could carry a sign, "I Want Work," round town all day, but the chances of your getting it would be

decidedly slim. But if you were to place an ad in the want columns of the *Bulletin* your chances would be vastly improved. Intending employers refer to its columns to inform themselves of the current supply of labor as regularly as they look at their watches to learn the time of day.

Writing letters is a doubtful way of trying to secure a position. If you are out of employment don't waste your time and money writing letters that, when they reach their destination, are thrown into the waste-basket or answered in the stereotyped way, "No vacancy at present." Read the help wanted ads in the *Bulletin*. Each represents an immediate want, and your chance of getting a position is a good one.

He's a wise one who, when he wants help, refers to the want columns of the *Bulletin*. They are the index of the current demand and supply of good help.

A business proposition given publicity in *Bulletin* want ads is sure of consideration. They go into a man's private office, his home, go into his cab or the street cars with him, and compels his attention.

Don't be a carpet-bagger and make yourself obnoxious going around in your hunt for a situation. Take the best and most satisfactory way by inserting a want ad in the *Bulletin*. The chances are that some employer may just be looking for a man or woman of your ability, and will make himself known to you. At any rate, it's worth the trial, and does not impose on your personal dignity by causing you to be "turned down." While you might be able to make one call the *Bulletin* can make thousands, and what's better, in places where you could not enter.

There are many ways of getting from place to place. The problem is, which is the quickest, easiest, least expensive way. This problem when applied to real estate advertising is quickly solved by the *Bulletin*. Results from want ads placed in its columns are immediate. The service rendered is such a positive one that the expense is but a minor consideration.

Looking for a home? The best, easiest and most satisfactory way is to look through the real estate and boarding columns of the *Bulletin*. You will find all the more desirable places in Philadelphia and Camden advertised here, and a list made of those that appeal to you most will be of material aid to you when you go out on your hunt. What's the best of all is the fact that only the best are advertised in the *Bulletin*.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE BILLBOARD for musicians, vocalists and lecturers. San Francisco, 37 Phelan Bldg., 806 Market St.

COLORADO.

THE Denver POST, Sunday edition, Jan. 28, 1906, contained 5,748 different classified ads a total of 108 510 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 5c per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C., (© ©), carries DOUBLE the number of WANT ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE BILLBOARD for privilege men and concessionaires. CHICAGO, 87 S. Clark, Room 61.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis News during the year 1904 printed 125,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general office, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

DURING the month of October, 1904, the Indianapolis STAR published 55,870 lines of classified advertising. In October, 1905, it published 88,214 lines, a gain of 32,344 lines. If STAR want ads did not pay, the report would have been different.

IOWA.

THE Des Moines REGISTER and LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 827,257 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 13,500; i.e. word; 1/2c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis JOURNAL carried over 13 per cent more Want ads during November, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. (Circulation, 1903, 57,039; 1904, 64,384; 1905, 67,588; December, 1905, 67,927.)

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers not only morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

THE ST. PAUL DISPATCH IS ALL YOU NEED in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily net printed and sold circulation of the St. Paul DISPATCH for year 1905 was 60,563—no returns allowed. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The 1905 want advertising shows an increase of 218,400 lines over 1904. Seven telephone trunk lines assist in receiving local classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1931), 11,359; Sunday, 13,756.

NEBRASKA.

L INCOLN JOURNAL AND NEWS. combined circulation over 27,000. Cent a word.

NEW JERSEY.

DAILY ENTERPRISE, Burlington—Want medium of the county; 1c. word; results sure.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

THE BILLBOARD for actors, actresses and performers. New York, 1440 B'way, Room 8.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH CAROLINA.

"QUICK DEAL," at 5c. the line. Want Dept. EVENING SENTINEL, Winston-Salem, N.C.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A. June '05. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

THE BILLBOARD for street men, sidewalk salesmen, drifters and itinerant merchants in all lines. Adverts essentially and primarily a theatrical and amusement journal, the demonstrating salesmen and peddlers of the sidewalks have also claimed it for their own. Practically every one of them in America reads it regularly every week; 15 cents per line flat.

Address **THE BILLBOARD PUBLISHING CO.**, Cincinnati, O.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,980. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday, lead in "Want ads," as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!

Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."

Net paid daily average circulation for the year 1905:

311,134 copies per day.

(See Roll of Honor column.)

Are You Asleep?

Don't miss the important part of Philadelphia with its population of 350,000 Germans. **The GERMAN DAILY GAZETTE** covers this thoroughly.

SEE ROLL OF HONOR

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other S. C. newspaper.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 over 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words, no display.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 634 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax HERALD (☉☉) and the MAIL—Nova Scotia's recognized Want ad mediums.

L A PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,835, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 35 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

It is the opinion of some business "experts" in newspaper-making that if they go to any expense outside of the beaten path to give their advertisers some additional value for their money, they will have no profit left for themselves. These are the sort of men, who, like the stingy grocer, pick flies out of the sugar and brush their feet off.—*Newspaperdom.*

A FOUR-TIME

For the fourth successive year The Chicago Daily News leads the business carried day by day in its columns.

For the fourth successive year, although in that time its rate of circulation of The Chicago Daily News shows a gain over the previous year in advertising, and it is the only Chicago daily paper to make such a gain.

For the fourth successive year the superior merits of The Chicago Daily News are shown by both local and foreign advertisers.

The year 1905 contained 53 Sundays and four legal holidays. The Chicago Daily News had, therefore, 308 days of publication; The Examiner had 312 days of publication, and all the other papers had 365 days of publication.

Here is the Record of Advertising

DISPLAY ADVERTISING.				CLASSIFIED ADVERTISING.			
	AVERAGE.		TOTAL.		AVERAGE.		TOTAL.
Daily News ..	48.5 cols. per day	308 days	14,937.34 cols.	Daily News ..	38.73 cols. per day	308 days	11,928.24 cols.
Tribune.....	39.84 cols. per day	365 days	14,541.30 cols.	Tribune.....	36.35 cols. per day	365 days	13,287.75 cols.
Record-Herald	34.98 cols. per day	365 days	12,767.31 cols.	Record-Herald	25.51 cols. per day	365 days	9,311.15 cols.
American ...	34.30 cols. per day	365 days	12,517.92 cols.	American ...	5.14 cols. per day	365 days	1,876.10 cols.
Evening & Sunday				Evening & Sunday			
Inter Ocean ..	19.58 cols. per day	365 days	7,146.36 cols.	Inter Ocean ..	11.18 cols. per day	365 days	4,080.70 cols.
Chronicle	11.65 cols. per day	365 days	4,250.99 cols.	Chronicle	4.71 cols. per day	365 days	1,719.15 cols.
Journal	23.64 cols. per day	308 days	7,282.36 cols.	Journal	6.10 cols. per day	308 days	1,859.80 cols.
Post	17.47 cols. per day	308 days	5,379.73 cols.	Post	4.53 cols. per day	308 days	1,377.24 cols.
Examiner	7.86 cols. per day	312 days	2,453.59 cols.	Examiner	11.90 cols. per day	312 days	3,713.20 cols.

The Advertising Record of The Circulation of Known Quantities

Josh Billings said of the postage stamp—"It sticks to one thing." The Chicago Daily News has stuck to one thing—producing a newspaper of journalism, of painstaking efforts at accurate reporting, of reform, of sober and temperate presentation of the field of labor, of a very few leading papers of the country in the character and

ME WINNER.

ly News leads every Chicago daily paper in the amount of

at time its rates have been advanced more than 10%, The previous year in the volume of both display and classified er to make such a record for that length of time.

erits of The Chicago Daily News have been acknowledged

legal holidays. The Chicago Daily News, Post and Journal he Examiner, not published Sunday, had 312 days of ys of publication.

Advertising for the Year 1905.

ADVERTISING.			TOTAL ADVERTISING.			
AVERAGE.		TOTAL.		AVERAGE.		TOTAL.
cols. per day	308 days	11,927.67 cols.	Daily News ..	87.22 cols. per day	308 days	26,865.01 cols.
cols. per day	365 days	13,267.13 cols.	Tribune	76.19 cols. per day	365 days	27,808.43 cols.
cols. per day	365 days	9,310.38 cols.	Record-Herald	60.49 cols. per day	365 days	22,077.69 cols.
cols. per day	365 days	1,877.42 cols.	American	39.44 cols. per day	365 days	14,395.34 cols.
cols. per day	365 days	4,080.60 cols.	Evening & Sunday Inter Ocean ..	30.76 cols. per day	365 days	11,226.96 cols.
cols. per day	365 days	1,718.50 cols.	Chronicle	16.35 cols. per day	365 days	5,969.49 cols.
cols. per day	308 days	1,878.06 cols.	Journal	29.74 cols. per day	308 days	9,160.42 cols.
cols. per day	308 days	1,396.42 cols.	Post	22.00 cols. per day	308 days	6,776.15 cols.
cols. per day	312 days	3,712.49 cols.	Examiner	19.76 cols. per day	312 days	6,166.08 cols.

of The Chicago Daily News is UPHELD BY Quantity and Proved Value.

sticks to one thing until it gets there." So The Chicago a newspaper of superior merit, one that is on a high level ce reporting, of splendid service to the cause of municipal the field of labor and capital—until it has long been among character and volume of its daily advertising and circulation.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY. Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements: 30 cents a line, per measure, 15 lines to the inch. (\$3: 250 lines to the page, \$40).

For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines: smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG.

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 7, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

EDGAR S. NASH, formerly with *Leslie's Monthly* and the Ben B. Hampton agency, New York, has joined the staff of the Richard A. Foley Advertising Agency, Philadelphia, where he will act as office manager.

THE fifteenth lecture before the class in advertising of the Young Men's Christian Association, New York, under the management of Frank L. Blanchard, on Monday evening, January 29th, was by William Borsodi, editor of the *National Advertiser*, who took as his subject "The Mail Order Proposition."

MR. J. W. LINDAU, JR., is now advertising manager of Rothschild, Meyers & Co., importers of high grade enameled ware, 524 to 528 Broadway, New York.

"REASON-WHY" copy was all-right and will always be all-right if it is reason-why copy. The assailants of reason-why copy are those who can't produce it. That's what the *American Advertiser* admits.

L. C. STRAUS, known through his connection with the San Francisco *Examiner*, Los Angeles *Examiner* and Philadelphia *North American*, has been given full charge of the advertising department of the *Chicago Journal*.

Up to the end of December, the Washington, D. C., Sunday *Star*, which was established last March, had an average circulation of 30,806. This is stated by the *Star's* publishers to be the largest Sunday circulation in Washington. Like the *Evening Star*, the new paper occupies a leading position in the homes.

CHICAGO'S MAGAZINE.

The *Great Central Market*, a magazine published by the Chicago Commercial Association to advertise that city among retail merchants throughout the United States, has been put in charge of Shuman & Miller, of Chicago, advertising specialists, for editorial and business management.

COMPTROLLER METZ has cut *Town Topics* from the list of publications which received advertisements of bond sales and other financial announcements from the Finance Department of New York City. He added, "I am also going to cut off several other small periodicals which have been getting financial aid from the city. In the future papers will get advertising not because they need the money, but because of their standing."

OF all the morning papers the daily circulation of the *World* is larger—much larger—in Greater New York than that of any other.

A CORRESPONDENT writes:

On page 71 of PRINTERS' INK for January 24 you have an advertisement of W. M. Ostrander. His advertisements have practically been refused from the best publications on account of his methods of doing business.

A SELECTION of printed literature from the Y. M. C. A. of Trenton, N. J., shows not only skill in writing and printing, but also a regard for local news events upon which to base timely advertising appeals.

THE Norwich, Conn., *Bulletin* reports an average circulation for 1905 of 5,920, as compared with 5,350 a year ago. The *Bulletin's* publishers believe that no other paper in Connecticut, published in a town of 40,000 population or less, can show such a gain.

A COMMENDABLE piece of investment advertising is a folder from N. W. Halsey & Co., New York, showing the progress of the Illinois Central Railroad for twenty-five years, the increase in gross earnings, the quadrupled surplus, the slight increase in interest charges, etc. These statistics are exhibited by diagrams.

LARGEST BUTTER ADVERTISEMENT.

The St. Paul *Dispatch* recently published a full-page advertisement of the Milton Dairy Company, that city, setting forth the company's history since its establishment in 1888, describing its great plant, and showing views of its country creameries. This ad served the double purpose of exploiting the company's products to consumers, and reaching the farmers who ship cream. It was probably the largest announcement of its kind that has appeared in a daily paper.

THE Chattanooga, Tenn., *Tradesman* announces the appointment of Mr. J. Bain Thompson, as its Eastern representative, with headquarters in the Times Building, New York City.

CONSIDERING PARCEL SERVICE.

The Chicago *Record-Herald* states that Postmaster-General Cortelyou has been investigating the rural delivery service several months with a view to extending its operations to the delivery of packages and merchandise. Chairman Overstreet, of the House committee on postoffices, is also interested, and several plans have been recommended to Congress.

THE TESTIMONIAL DINNER TO MR. GEORGE H. DANIELS.

The testimonial dinner to be given to Mr. George H. Daniels, advertising manager of the Vanderbilt lines at the Waldorf-Astoria, Tuesday evening, February 20th, is a most fitting and appropriate compliment to the man. Mr. Daniels has been for many years a leader in advertising, a vigorous exponent of the theory of publicity, and an accomplished expert in securing it.

The general committee in charge of the dinner is composed almost entirely of gentlemen associated with advertising, and the event is to a certain extent a welcome to Mr. Daniels into the advertising circles of the country.

Few men are so widely known as Mr. Daniels, and few can count as many of their fellows as personal friends. It is likely therefore that this dinner, which will afford a notable opportunity to attest the general worth and popularity of the man, will tax the seating capacity of the grand ball-room in which it is to be held. Tickets for the dinner may be had from Mr. Herbert S. Houston, treasurer, 133 E. 16th street, New York.

PARK G. DINGLEY, the advertising manager of the Lewiston (Me.) *Journal*, died recently, aged 41 years. He was the son of Frank L. Dingley, editor of the *Journal*. He leaves a widow and two children.

ANOTHER PORTRAIT CASE.

Bernard McFadden, publisher of *Physical Culture*, New York, and Luther S. White, a photographer, have been sued for \$10,000 damages by Miss Felicitie Skiff Riddle, a young woman who charges that her portrait was used in *Physical Culture* in connection with an advertisement of a method of treating the hair. The complainant asserts that her luxuriant hair was not grown by this method, as the advertising alleged, and that she has been subjected to jibes, taunts, jests and unwelcome publicity.

FROM "HARPER'S MONTHLY."

Some one has palmed off on the Editor's Drawer of *Harper's Monthly*, the matter printed below:

Some time ago, in New York City, a man was awakened in the night to find his wife weeping, uncontrollably.

"My darling," he said, in distress, "what is the matter?"

"A dream!" she gasped. "I have had such a horrible dream."

Her husband begged her to tell it to him, in order that he might comfort her. After long persuasion she was induced to say this:

"I thought I was walking down Broadway, and I come to a warehouse, where there was a large placard, 'Husbands for sale.' You could get beautiful ones for fifteen hundred dollars, or even for twelve hundred dollars, and very nice-looking ones for as low as a hundred."

The husband asked, innocently, "Did you see any that looked like me?"

The sobb became strangling. "Dozens of them," gasped the wife, "done up in bunches, like asparagus, and sold for ten cents a bunch."

When Cleopatra used to tell the story to Marc Antony, in the first century of the Christian era, it was not "husbands" in their entirety that were for sale.

DETROIT AD CLUB ELECTS OFFICERS.

The advertising club which has been organizing in Detroit the past few weeks is now completed, and is known as the Ad-Craft Club. Its officers are as follows: President, James H. F. Knox; vice-president, S. M. Cohen; second vice-president, E. A. Eames. Charles E. Brownell, Hugh McMinn and Douglas Warren were appointed to arrange the entertainment for the February meeting.

CATALOGUE COVERS.

Advertisers who are now beginning to think of Spring catalogues should drop a line to the Niagara Paper Mills, Lockport, N. Y., and ask them for a copy of *The Ambassador*, a business publication issued to advertise the cover papers made by this concern. Every number of *The Ambassador* contains attractive sample covers and hints that would be worth paying for if the Niagara Paper Mills did not find it profitable to furnish them free of cost.

DRUG MERGERS CONTINUE.

The United Chemists' Company was recently incorporated in New Jersey with \$10,000,000 capital to do a retail drug business in New York City on the lines of the United Cigar Stores. President Whelan, of the latter corporation, is said to be behind it. Its charter restricts it to operation in New York, Chicago and Philadelphia.

Twenty-one wholesale drug houses in Canada were recently merged under a charter from the Dominion government. The combination is known as the National Drug and Chemical Company of Canada, and has \$6,000,000 capital. Price-cutting is to be stopped, it is said, the Canadian drug trade reorganized, foreign markets entered and home manufactures built up. At present ninety per cent of Canada's drugs come from other countries.

Inklings is a bright little four-page business organ sent out monthly to stationers, booksellers, etc., by the Pomeroy Brothers Co., East Newark, N. J. This company of manufacturing chemists uses the periodical to promote trade in inks, mucilage, paste, sealing wax and stationers' specialties.

EXPRESS COMPANIES INCREASE WHISKEY RATE.

The mail-order business in whiskey, started fifteen years ago by the Hayner people, Dayton, O., has depended largely on a special rate granted by express companies on condition that all whiskey be shipped by express. This made "four quarts for \$3.20" possible, and it has become a trademark. Other shippers were given the same rate. Now the express people have withdrawn this rate, and it is feared that the increased cost of shipping will kill the mail-order trade in whiskey.

LEAVES THE PHILADELPHIA "RECORD."

John H. Sinberg resigned from the Philadelphia *Record* on February 1st, to accept an important position with Felix Isman, the most prominent real estate operator in Philadelphia.

Mr. Sinberg came to the *Record* nine years ago, as stenographer to the business and advertising managers. His aptitude for advertising soon attracted the attention of the *Record* management and he was promoted from one important place to another, until he occupied the position of assistant advertising manager and manager of the classified advertising department.

As manager of the classified department he made a great success, taking hold of that branch of the *Record* when it carried practically no classified business; organizing a department and launching upon a campaign of publicity and soliciting which

quickly proved successful and brought the *Record* to the front as a classified medium. In addition to his work on the classified end, Mr. Sinberg had charge of the resort and automobile advertising of the *Record*, as well as many of the large local advertisers in Philadelphia, securing a great number of large contracts through his ability to solicit intelligently and write result-bringing advertisements.

In 1899, Mr. Sinberg commenced writing articles on advertising topics and since then his contributions have been printed in PRINTERS' INK, *Profitable Advertising*, *Fame*, *Judicious Advertising*, *Ad-Sense*, *The Fourth Estate*, *Brains*, *Lippincott's Magazine*, the Philadelphia *Record* and other publications, many of his contributions being widely copied.

On January 29th, Mr. Sinberg was given a dinner in the hall of the Pen & Pencil Club, at which were present many of the advertising men of Philadelphia and local advertisers. Covers were laid for 28.

At times magazines may have sensational articles that will create a feverish and unnatural demand. Under such conditions price cuts little figure. Again, magazines may be pushed temporarily into big circulation by clubbing, and by giving away an enormous tonnage of premiums. The circulation of *Munsey's Magazine* is absolutely and wholly spontaneous. We haven't an agent in the field, not one. We give no premiums, no inducements of any kind. We do not allow *Munsey's Magazine* to be clubbed with any other magazine, or any other publication of any kind whatever. We have done no booming. The people who have taken *Munsey's Magazine*, and who are taking *Munsey's Magazine*, take it because they want it—take it without bribery, without influence, without persuasion.—*Frank A. Munsey.*

THE BIGGEST IN ITS HISTORY.

Munsey's Magazine now has the biggest circulation in its history. Our January edition is seven hundred and twenty-five thousand, and next month will doubtless be 800,000. We are simply sweeping ahead as never before. And the merit of the magazine—the absolute excellence of the magazine—accounts for it. There is only one thing in business that counts—in catering to the public I mean—whether you are giving them something to read or something to eat or something to wear. It is this: "Give the people what they want and give it to them at the right price."
—Frank A. Munsey.

MAHIN PRAISES A GOOD PAPER.

John Lee Mahin, the Chicago advertising agent, recently visited Seattle to lay out an extensive advertising campaign for the Pacific Coast Condensed Milk Co., of that city. Of the company's chief product, "Carnation Cream," he says: "This should become known all over the United States. The equable climate of the Pacific Coast insures a contented cow. The year round green grass, the fresh mountain streams and the splendid facilities here for a condensation plant which has neither the rigors of winter nor hot summers to contend with, all are splendid advantages possessed by this section. Mr. Mahin also had good words for the *Seattle Times*, which has the largest known circulation in that city, according to Rowell's American Newspaper Directory. "I have always regarded the *Times* as the leading advertising factor in this section and I am pleased to find my judgment in using it at times in the past to the exclusion of other advertising mediums in this section has been justified by personal inspection while in this city."

THOMAS D. COCHRANE, formerly on the advertising staff of the *New York Globe*, has become advertising manager of the *New York Mail*. Mr. Cochrane was trained on the *Chicago Record-Herald*.

SPOKANE'S ADVERTISING CLUB.

A unique advertising organization is "The 150,000 Club" of Spokane. It was organized for the exploitation of Spokane and the country lying tributary, with the avowed purpose of doubling the city's present population of 75,000 in the next five years. This club works on original lines, not encouraging immigration, but seeking to provide situations for people to come and fill, and making the business opportunities and needed enterprises of the city known to outsiders likely to be interested. Over 2,000 members have enrolled. The membership includes the mayor, officers and members of the Chamber of Commerce, city and county officials, preachers, bankers, cigarmakers, lawyers, mechanics, Superior Court judges, school teachers, and men and women of almost every occupation. Annual dues are \$1. The money thus raised is devoted to an educational advertising campaign throughout the East. Features of the campaign are the writing of letters to the "old home papers" of members; sending of literature to Eastern investors, capitalists and manufacturers, with the hope of inducing them to start in business in Spokane. Thousands of letters have been written by the school children to friends and acquaintances "back home," the club offering prizes for the best letters along this line. The organization meets twice a month to hear addresses by prominent men on the best methods of placing the advantages of the city before the public. A board of managers with a hired secretary execute the wishes of the club.

WM. D. McJUNKIN, formerly advertising manager for Mandel Bros., Chicago, has established himself as a general advertising agent at 167 Dearborn street, that city.

"WEAK MANHOOD" ADVERTISER SENTENCED.

Edward F. Hanson, convicted in the United States District Court, Chicago, of sending objectionable advertising matter through the mails, has been sentenced to pay a fine of \$5,000, with one year in the penitentiary. Hanson is president of the Nutriola Company, a heavy advertiser, and got into trouble through the obscene character of his "weak manhood" advertising.

RETIREMENT OF GALVESTON "NEWS" MAN.

At the recent annual meeting of the directors of A. H. Belo & Co., publishers of the *Dallas News* and *Galveston News*, the retirement of Thomas W. Dealey, secretary and treasurer of the company, was announced, the reason being failing health. Mr. Dealey has been connected with the *Galveston News* thirty-six years, entering its employ as a boy soon after coming to this country from England, where he was born. He has been secretary and treasurer of the company since 1881. His intention to live in Texas was announced, and the directors of the company presented him with a gold medal, a chest of silver and a parchment engrossed with his record. The company lost another of its officers by death January 15—R. G. Lowe, for twenty-three years vice-president, and thirty-two years with the *Galveston News* at the time of his demise. Officers elected for the coming year were: President, A. H. Belo; vice-president, G. B. Dealey; secretary and treasurer, John F. Lubben; directors, Alfred H. Belo, T. W. Dealey, B. Adoue, George B. Dealey and W. H. Eichlitz.

CHARLES L. SLOUGH, who for the past twelve years has had charge of the advertising department of the Mansfield (Ohio) *News*, has resigned his position with that paper to accept a similar one with the New Castle, Pa., *Herald*.

TEN RULES FOR SUCCESS OF AN EMPLOYER TOWARD AN EMPLOYEE.

1. Always set a good example.
2. Do not lie to your clerks and expect them to tell the truth to you.
3. Command the respect of your employees by the integrity of your business methods.
4. Have confidence in the ability of your employees until they prove themselves unworthy.
5. Pay a just amount for labor performed. A cheap man is a poor investment.
6. Treat those beneath you with respect and they will return the compliment.
7. Do not waste your breath in swearing and storming around the office. The same amount of energy expended toward improving your business may make you a wealthy man. No amount of swearing ever sold a dollar's worth of goods or improved the work of an employee.
8. Be courteous and considerate to all of your employees if you wish them to be courteous to your customers.
9. Do not be continually finding fault. A little encouragement will often do more good than any amount of fault finding. Let it be known that when you give a reprimand it is for just cause. Do not reprimand for the same mistake repeatedly. Get rid of that employee, if once has not been sufficient. A number of cheap, useless hangers-on clog the wheels of business.
10. Be just and honest in the office, as well as outside of it, and the success that crowns work well done will be yours.

SUCCESS.

Success is the outcome of direct effort. The success that is dependent solely upon the results of others, is not *success*, but luck, fate or providence. Success is perseverance—the keeping one object, one aim, one thought constantly in view—the bending of every energy to gain the goal in sight—the continuous drop of water that wears away the hardest stone. This is success. The shortest road to success is to strike right at the heart of the matter and not be side-tracked into some other road. Business success depends upon striking at the heart or the mind of the people, not once, but many times, with a story convincingly and well told, and be it remembered that many a man owes his success in life to his mother—the center of the hearthstone.

TEN RULES THAT LEAD TO SUCCESS, FOR AN EMPLOYEE.

1. Take as much interest in your employer's business as if it were your own.
2. Do not expect to get all you can and give nothing. Do a little more work than is demanded.
3. Be prompt. Show that you have an interest in your work above a desire for an extra half-hour in bed in the morning. You can't come down a half-hour late every morning and impress your employer with the idea that you are a wide-awake active man or woman with an interest in your work.
4. Do your work well to-day, you won't have to do any of it over again to-morrow.
5. Be cheerful and willing. A sullen countenance is not pleasant to look upon by either an employer or a customer. Remember your pulling power with a customer is one of your assets. The reverse, will be your loss. Be courteous. Do not thrust your own troubles and inharmony

upon those around you. It is a poor investment.

6. Be conscientious. Don't take too much interest in ball games, theaters, parties, etc., or you may find that you have not much time left to give to your work. Don't have a relative die too often. Funerals sometimes grow monotonous to an employer during the base ball season or on matinee afternoons.

7. Do not make the same mistake twice.

8. Do not let your thoughts be always wool-gathering if you expect to earn an increase of salary on pay day.

9. Do not shirk your work and be always thinking of the money side of the proposition. Give good value for the money you receive and you will be sure to succeed.

10. Put yourself in your employer's place and figure out what kind of an employee *you* would hire to get the most out of your business. Then set yourself to try to be that employee.

There is no short easy road to success, but it is well worth traveling.

AN INSURANCE COMPANY USES POSTERS.

Varney & Green, the San Francisco billposters, recently persuaded the local agents of the Union Central Life Insurance Co., of Cincinnati, to use twenty-four sheet posters on the San Francisco hoardings, copy being a portrait of John M. Pattison, president of the company, who was elected governor of Ohio last fall, together with a brief statement of the standing of the company. Mr. Stephenson, San Francisco agent of the company, admits that four weeks' showing on the boards not only made its name generally known, where it had not been familiar before, but actually brought five new policyholders who came to the offices voluntarily. The *Billposter and Distributor*, New York, reproduces the poster,

A LAUNDRY CAMPAIGN THAT PULLED 100 WELL.

Some months ago it was the usual thing to see in odd corners of New York dailies little advertisements of Wallach's Laundry, 1210 Second avenue. Single column spaces of two and three inches were the rule, and emphasis was put on high-grade work in a pithy, cheerful way. Then the ads stopped suddenly.

"Didn't they pay?" a PRINTERS' INK reporter asked of Jos. G. Wallach, president of this company. "Or did they bring too much business?"

"They loaded us up with work in a very brief period," was his reply. "Just as soon as we can get the facilities we desire to have for taking care of new customers it is a foregone conclusion that our advertising will begin again—immediately. We were induced to take up newspaper advertising through Mr. Busser, of the Batten agency, New York, who showed us such cleverly written matter that we felt it was entitled to consideration and a trial. So we started in the *Evening Telegram*, later adding the *Sun* and alternating the two papers. We found that the public read the ads after a short time, and orders for our service began to come in. Soon they were coming in so fast that the telephone people told us we were losing lots of business through inability of our telephone service to take care of it, and we were therefore obliged to install a larger system for the receipt of telephone orders. You will see by the ads that different telephone numbers are quoted at the bottom of some of them. This indicates these changes.

"We continued the advertising for a number of months, and were thoroughly satisfied with what was gained through it. Street cars were used also, and we think the cars have been much more effective than our newspaper work—certainly as regards matter and conciseness. The amount of business offered to us cumulatively from advertising in the

newspapers, combined with the street-car advertising, grew much faster than we could take it up. Our plant was completely occupied, and there was no immediate prospect of enlarging it, so we were obliged to notify the George Batten Co. to stop the newspaper campaign. We have felt that for the amount spent we got more than adequate returns. The cost of newspaper space was, approximately, between \$300 and \$350 per month."

"You must have a delivery service that can take care of results over a wide territory of the city, have you not, Mr. Wallach? You know, a retail advertiser in New York daily papers often finds it difficult to make space pay unless he has several stores to take care of results in different parts of town. But isn't a laundry with a good wagon service as well-equipped to take care of replies as though it had a dozen branches?"

"Yes, it is. We have a wagon service which, in connection with fifteen branch stores throughout the best parts of the city, can take care of practically all the new business that originates on the island of Manhattan, up to the capacity of our plant. Our returns from the advertising came from every part of New York, and we were easily able to obtain all the new business, no matter where it came from. There was no waste in the returns.

"Our street-car advertising has been running in New York cars for a number of years, and we have found car cards so exceedingly effective that they have never been discontinued. We are glad to say this of the newspaper advertising too, for stopping it was no reflection upon its efficiency. It simply came to a point where we could not invite more customers without disorganizing our plant and service."

"Mr. Wallach, is the margin of profit on laundry work ample enough to permit any laundryman to advertise in a city where newspaper space is so costly as in New York?"

"Well, the margin on work when done in the way we do it is not

so large as to allow a very extensive use of newspaper publicity. But moderate-size ads with strong, telling points about the quality of service and other interesting items of information, put in a very few words, and prominently displayed in small

criminating people in the city. These people know what good laundry work is, as well as other good things, and demand the highest class of labor and service obtainable. They are willing to pay for it. Our prices for doing laundry work are somewhat high-

Any laundry can wash things clean; the art of fine laundering is in doing the rest as it is done at WALLACH'S.

J. J. Wallach

A postal card to our factory, 1210 Second Avenue, will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza, East Side; 3600 Columbus, West Side; 2019L, Morningside, Harlem.

Do you wonder why your collars wear out so quickly?

Don't blame the collars — send them to WALLACH'S Laundry.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza.

Spotless Town itself is never cleaner than WALLACH'S Laundry.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza, East Side; 3600 Columbus, West Side; 2019L, Morningside, Harlem.

Bed linen laundered without a wrinkle at WALLACH'S Laundry. No chemicals.

J. J. Wallach

Send a postal card to our factory, 1210 Second Ave.; or Phone 3184 Plaza, and a wagon will call from the nearest of our 14 branch offices. DO IT NOW!

Table linen is given that beautiful silky finish at WALLACH'S Laundry.

Pure soap and water and careful handling — that does it.

J. J. Wallach

Send a postal card to our factory, 1210 Second Ave. or Phone 3184 Plaza, and a wagon will call from the nearest of our 14 branch offices. DO IT NOW!

Maybe your laundry is slowly burning up your linen with chemicals.

WALLACH'S is a soap and water laundry.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza.

Will it fade? Not if you send it to WALLACH'S Laundry.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza.

The hotter the weather the more you will appreciate "The Correct Domestic Finish" (Copyrighted) of WALLACH'S Laundry.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza.

Cleanliness for sale at WALLACH'S Laundry. Get your share.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza, East Side; 3600 Columbus, West Side; 2019L, Morningside, Harlem.

We can help make you happy — honestly, we can. WALLACH'S Laundry.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza.

That discouraging search for a "competent laundress" will end the day you telephone WALLACH'S Laundry.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza, East Side; 3600 Columbus, West Side; 2019L, Morningside, Harlem.

We often get collars covered with New York laundry marks — they've been the rounds.

When they begin at WALLACH'S they generally come regularly.

J. J. Wallach

A postal card to our factory, 1210 Second Ave., will bring wagon from nearest of our 14 branch offices; or Phone 3184 Plaza, East Side; 3600 Columbus, West Side; 2019L, Morningside, Harlem.

space so as to be easily seen and read, seem to be attractive to the people we cater to. Our ads were set in one style, and in light-faced type, but they stood out in the papers better than if they had been black. We aim only at the highest class of trade, which means that we get the most dis-

competitors. We have to charge for quality. Good laundry work is done at such a close margin of profit that very extensive advertising would probably not be profitable.

"It is said that we are the only concern in the city that has ever

advertised regularly in daily papers. We also heard when this advertising began that some of our competitors predicted it would be a failure, and a loss of good money. We are firm believers in good advertising of all kinds, and send out a great deal of mail literature of different sorts to our established trade. This literature tells about such departments of the service as our trade is familiar with, and through it we manage to push and build up department after department to its limits of production. We come in contact each week with about 15,000 families, and you can readily understand that a suggestion of something different from what they have been in the habit of sending to us must bring new business. As an indication of the size of our plant, let me state that we employ about 400 people, and our average pay-roll is from \$3,200 to \$3,500 weekly. Yet, had we the plant that we feel we should like to have, I am confident from experience that newspaper, street-car and mail advertising would double our patronage within a reasonably short time."

A WESTERN ADVERTISING DODGE.

To the Editor of the Sun—Sir: New Yorkers are pretty foxy as advertisers, I guess, but not long ago, while in Davenport, Ia., I saw a window ad that I don't think has ever been tried by any New York business proposition. The firm doing the advertising had seven letters in its name, and in a big show window were seven turtles, of the ordinary land variety. On the back of each was printed one of the letters of the firm's name, and a prize of \$50 in gold was offered to the first person who should see those seven turtles lined up so they would spell the name of the firm. See? Well, there was a crowd around that window constantly, and as the turtles kept pretty busy wabbling around the floor space, the excitement was fairly warm all the time. I know I stood around for nearly an hour waiting to see if I wouldn't have a chance at the fifty yellow boys, but I didn't, and as my train was about due I was compelled, reluctantly, to withdraw.

DRUMMER.

CHICAGO, Jan. 25.

"TOWN TOPICS."

That Police Gazette of the Four Hundred.—District Attorney Jerome.

IN the *Canadian Municipal Journal*, of Montreal, W. T. Robson, head of the advertising department of the Canadian Pacific Railroad, outlines methods by which Canadian towns can advertise themselves and attract new population. His opinions are illustrated with instances of successful municipal advertising in the United States.

PREPARED FOR WHATEVER COMES.

In the December issue of the *American Advertiser*, published about February 1st, there is a picture of the building in which the so-called Starke Agency does business, and grouped about the door ready to respond to a sudden call one may see a hansom cab, an automobile and an ambulance.

IN DENVER.

The *Denver Post* has for years maintained at the top of its first page in each day's issue a statement of the previous day's circulation. It has recently added a new feature to its statement by printing the following figures:

Press run, less waste...46,342
Lost in distribution..... 614

Accounted for circulation 45,728

thus laying no claim whatever to papers circulated unless each and every copy can be accounted for.

Mr. Clarence Austin, representing The Association of American Advertisers, recently investigated the circulation of the *Denver Post*, and it is understood will present his company with a clean bill of health for this paper. The other Denver papers refused to permit an investigation of their books, thus practically leaving the *Post* the only Denver paper whose circulation methods are clean enough to be open to one and all for investigation.

The *Post* maintains a standing offer to pay \$1,000 to any person successfully refuting the statement that its circulation is double that of any two of the other Denver publications. It further offers \$1,000 to any person who will secure permission from the *Rocky Mountain News* or *Denver Times* for an investigation of their circulation by a committee selected by Denver business men. Although this offer has stood open for years, and there has been many an attempt, both on the part of individuals and committees, to secure the money, all efforts have been futile, as the *Rocky Mountain News* and the *Denver Times* stand pat on their old proposition that it is nobody's business but their own.

AN EXCELLENT RETAIL CLOTHES CAMPAIGN.

The Perry & Co. clothing advertising has run a good many years in Philadelphia—it is one of the oldest accounts in the city. Hitherto this advertising has been done along conventional clothes-publicity lines, printed usually without pictures and talking generally about goodness, style, durability and price, without saying very much as to what really constitute these things that all retail clothiers talk about. Lately, however, the Perry advertising has taken a wholly new tack, and one

each illustration is printed a brief enumeration of the style-points embodied in the garments, while following that is a more or less general argument that may deal with price one day, or style, or fit the next, or dependability, or quick service, or all of them together.

This argument is summed up when one says that it has "real meat"—definite facts about clothes instead of general assertions. Perry & Co. have long catered to two classes of trade among men who look for ready-to-wear garments ranging in price from \$15 upward. First, there is the con-

Style in Suits and Overcoats

WHAT do you mean when you say Style?

If you mean a perfectly harmonious combination of the best clothing qualities—of goodness in fabric, correctness in cut, excellence in finishing, fineness in finish, and fit above criticism, then we are a unit with you in your definition. And you will find here the best possible Style at the price—whether in \$10, \$12, \$15, \$18 or \$20 suits and overcoats.

Or, in the very finest cloths, with the ultra-fashionable touches, up to \$38.

PEI.

"THE FIRST COVER"

"We can be wrong for that or just in coming you such close that here?"
I am sure we are not. For the truth is, we have the best cover.

In fact, we are the only one who can give you the best cover. We are the only one who can give you the best cover. We are the only one who can give you the best cover.

And we are the only one who can give you the best cover. We are the only one who can give you the best cover. We are the only one who can give you the best cover.

"SAFE AND SOUND"

David Harum told a great deal about the horse he wanted to trade, but he didn't sell it all.

It is easy to fill a page with words about clothing—how fine and beautiful it is—and never reach its defects.

Under the splendid light in our new store the beauty of the fabrics, the fit and the style—all may readily be seen; but the real heart of the clothing can't be seen even there.

Is it built to stand the wear?

Is it all-wool?

Is it hand-tailored?

Is it safe and sound?

Those are the tests to apply—and they are all met in the clothing for men sold in this store.

Sack suits, \$12 to \$38

Frock suits, \$28 to \$35

Black and Oxford overcoats, \$12 to \$30

Novelty overcoats, \$25 to \$30

Tan covert top coats, \$12 to \$30

Full evening-dress suits, \$25 to \$45

Tuxedo suits, \$25 to \$30

JOHN WANAMAKER

that, according to reports, is producing very gratifying results in interest and sales.

Every day a style illustration is printed—a large one, made from garments on a model, free in its pose and human in its general appearance. As fine half-tones could not be used in daily papers, the house has settled upon a form of zinc etching which reproduces the lines of garments absolutely, while stippling gives a good conception of texture. With these illustrations goes several hundred words of argument set in two faces of type and arranged in a way that gives freshness. Under

servative trade that wants reliable clothes of unobtrusive cut, satisfied to know that \$15 garments are all-wool and that the style is recent. This trade does not enter into fine questions of vents, coat length, trousers width, sleeve buttons, lapels, vest openings, etc., but depends upon the firm to provide what is suitable. Another class of trade is made up of the ultra-fashionable set that *does* care very much about these things, and is finicky about them. For the latter, it might be said, the detailed small-type description under the cut is printed, while for the first class the general argu-

ment is likely to carry most weight. Clothiers would be inclined to classify them as the "young set" and the "elderly set."

From the standpoint of the man writing clothing ads the Perry general arguments from day to day are most interesting. Here are a few of them:

A raincoat is like a revolver. When you need it you need it badly. No matter how many overcoats you have your wardrobe is incomplete without one of these never-can-

limbs. All wool raincoats, cravenetted, \$15, \$20, \$25, \$30 and \$35. Rain-proofed, but not cravenetted, \$12.

Better be cautious in buying a cravenetted raincoat. Lots of them floating around that look like all wool—but they're not.

The Covert Overcoat is never a "has been." The length changes a little from season to season, the vent deepens or contracts, the buttons on sleeve change in number or size, but the Covert reappears every season, as popular as ever. It looks as well on the average man as it does on a college boy—if it fits. And a covert must fit to perfection or it is an abomination.

We've a good covert at \$10; better at \$12.



One of our Sweet Young Men's Specials

Superior delicately patterned suit for center of breast. Fronts naturally but not quite straight. A button. Back shaped to waist and hips. Dress centre vent. 17½ inches long. Sleeves with flange one below the cuff. Side pockets flap. Waist, single-breasted, double lapels. Five buttons, cut away at bottom. Producers wide thighs and narrow bottoms, outside seam distanced with welt.

What's the use of marching at the tail end of a procession? Be among the leaders. Here's a new sack that the younger members of the smart set are wearing. Next season it will be widely copied like the innumerable other styles—deep vents, for instance, that we have started. It's sure to be popular, and for that very reason in a season or two will become common—and you won't want it. So be among the first to wear it—lead the procession.

Just now we have these suits in the \$20, \$22 50, \$25, \$28 and, \$30 grades.

Lots of other models in suits—different shapes of coats, vests and trousers—\$10, \$12, \$15, \$18 and up to our finest at \$38.

Overcoats, \$10 to \$20.

Perry & Co.
16th and Chestnut



Single-breasted Paddock

Sleeves very full and round and short, accentuated by 1½ inch flange. Waist and shoulders over hips. Skirts very full and wide with practical darts. Not too short. Broad lapels. Collars full and wide. Length, 53 inches for 53 breast width.

A Paddock is very different from an overcoat cut on conventional lines. The latter can be a little off in fit, or length, and not be particularly noticed.

Not so with

Paddock; it is either all right or all wrong. More often it is all wrong; for no other overcoat is so hard to make.

It takes tailoring of a very superior sort to turn out a Paddock overcoat that will be a credit to its wearer and maker.

Our new Paddock, gives the wearer a distinguished, well set-up appearance. The back fits closely. The waist curves gracefully all around. The coat is perfectly smooth over the hips. The skirt drapes gracefully; it does not split when walking—a point in construction that even the most exclusive merchant tailors frequently "fall down on."

Made in Oxfords, Cambridge grays, Blacks and fancy mixed fabrics.

The prices are astonishingly low, fabric and workmanship taken into account. \$20, \$25, \$30 and up to \$40.

Perry & Co.
16th and Chestnut

tell-when-you'll-need-them garments. When Old Prob says: "Rain," put on your raincoat and if his prediction doesn't come true, it will answer all the purposes of an overcoat anyhow.

We've brought out a new model that's as smart-looking as it's useful. Made entirely without lining except in shoulders and breast. No belts and very full loose back and comfortable. Many fresh air men will wear them all through the coldest weather. They like them because they are not as clumsy as a regular overcoat, yet their length protects the

A silk lined one for \$15 and so on up to \$35 for the most luxurious that can be made. Colors tan or drab.

No matter how big you are or how small you are we can fit you better than you were ever fitted before—if you are not a Perry customer.

Go into an upper-tendom Cafe at luncheon hour (the Bellevue-Stratford for instance). Watch the patrons taking off and putting on their overcoats. There is nothing particularly noticeable about the styles the majority

are wearing. All are in good taste, both in model and fabric. But there are two or three which instantly catch your eye because they differ decidedly from the rest. Take a critical look at our illustration and you will at once recognize that the style we portray is identical with the one that riveted your attention in the swell restaurant.

Now the chances are that this smartest of the smart style of overcoats did not come from our store, but was made by some exclusive merchant tailor and cost at least double our price.

How do we get these brand-new ultra-fashionable models into our ready-made so quickly?

Maybe we've a secret service bureau that keeps us posted to the styles the tailors to the 405 intend to put out. Anyhow, we have it before any but two or three of Philadelphia's very highest class merchant tailors have caught on.

As yet only in \$30 and \$35 goods.

Other styles to please every taste: \$15, \$20, \$25; and even as low as \$10 and \$12.

A few seasons ago every one was wearing short sack coats with tight-fitting military backs. Then the style changed to the loose back. And now, almost before people have become accustomed to the loose back, Fashion has sprung a new long coat with a shaped-in back that shows off the figure and yet is absolutely distinct from any that has gone before.

The young men of Philadelphia are athletic, you know, and rather proud of their shape. This new coat is meeting with their enthusiastic approval.

We're bound this season to do the largest business in our history—our popular prices and big values for the money are more apparent this fall than ever before.

There will be no unfavorable comment on your clothes, no matter in what sphere you move, if they come from our store.

This is the sort of a suit about which a man asks, "Who made it for you?"—and not "Where did you buy it?"

The young fellows wearing it are not very apt to let on where it came from. They are a good deal more likely to let their friends suppose it is the creation of an exclusive merchant tailor.

After all, there's no particular harm in that—you don't blame a fellow for "putting up a good front." "Anyhow," they reason, "hardly anybody would believe it came out of a ready-made clothing stock."

The wide-peaked lapels, the shapely lines of the coat, the length, which strikes one as being just right—the whole aristocratic bearing of the suit, puts it in a class by itself.

Here, in the store, it is regarded as the snappiest of the many handsome styles we have turned out this season.

There's certainly nothing like it to be had anywhere else—and won't be till next season.

This style, in a wide variety of fabrics, \$20, \$22.50, \$25, \$28 and \$30.

Lots of other models in suits; different styles of coats; different shapes of vests and trousers; and a wonderful assortment of fabrics; ranging in price from \$10, \$12, \$15, \$18, and up to our finest at \$38.

Perry & Co. also put a good deal of stress on the fact that they have no "annexes"—no department for boys' clothing, etc. This exclusive devotion to clothes only,

and men's clothes at that, has been a very valuable asset to the house in the past, and is of great importance in its advertising. These ads (prepared by the Ireland agency) appear in practically all the Philadelphia dailies, so that a large aggregate of space is used every week. The advertising really enters the department store rank in frequency of appearance and size of spaces. Many of the ads measure twelve inches double column, and none less than six inches double. In certain of the Philadelphia papers small single column preferred positions on the first two or three news pages are used, being filled with short clothes talks without pictures, this copy being written in the store.

One of the rules of Wanamaker's Philadelphia establishment, it is said, rigidly kept, is that which prohibits any sort of reply in its daily announcements to the advertising of another house. Soon after the new Perry ads began to run, however, the Wanamaker advertising department saw fit to break this rule, publishing a series of ads that, to the outsider, were unmistakably "replies."

A GOOD WORD FOR PREMIUM CIRCULATION.

When one considers how absolutely advertising is based on results, and nothing else, it is astonishing how many things about it are taken for granted. Especially fallacies. An advertising fallacy, once established, passes without question. There is the fallacy that newsstand circulation is not as solid as subscription circulation, though a hundred thousand extra added to the newsstand sales of the *Saturday Evening Post* would be as good for advertisers as that many new yearly subscribers, while no amount of subscriptions added to some magazines, weak editorially, could improve their advertising value. The kind of magazine is more important than how it is circulated. Another fallacy is to pronounce premium circulation

worthless. A subtle solicitor can often cause the heart of an advertiser to stop beating by telling him that the circulation of a rival medium has been built up by giving premiums for subscribers. One of the assumed marks of quality in circulation is the publisher's record for never having given away as much as a blotter or calendar to attract new readers.

* * *

Yet it is possible to show that both magazines and newspapers can get circulation of the best quality by the use of premiums. Nobody will question the advertising value of such newspapers as the *Chicago Tribune* and *Chicago Record-Herald*, which have both made large use of premiums. Copy per copy, they are valued as highly as any of the New York dailies, none of which have used this method of building circulation. Fully two-thirds of the best daily papers in the United States use premiums to get new readers, and beyond a certain point of natural demand could never increase their circulation without this stimulus. Likewise, in the magazine field the solid, paying monthlies and weeklies that depend on premiums are many. The *Ladies' Home Journal*, *McClure's* and *Saturday Evening Post* stand at the head of all magazines in amount of advertising carried in their respective fields. None of this trio has been associated with the use of premiums in recent years, if ever. *Collier's*, on the other hand, may be regarded as almost entirely a premium circulation, outside of newsstand sales, for it is sold in connection with books published by P. F. Collier & Son, on the basis of ten cents a week. Yet in the estimation of advertisers *Collier's* circulation is of the very first quality—it and the *Saturday Evening Post* stand alone in the weekly field. The Harper magazines are all circulated in connection with sets of books of a better quality, sold with the magazine on monthly payments. *Scribner's* is circulated

in much the same way, and so is the *Century*.

* * *

Another class of premium circulation often used as a scarecrow argument is that secured by clubbing offers—the sending of from three to half a dozen magazines for a lump sum amounting to a thirty to fifty per cent reduction in price. "When the publisher himself cuts his price in two, what can you expect of his circulation?" asks a rival solicitor, forebodingly. "True! true!" assents the advertiser, glad that he has been warned to keep out of that publication. Yet few magazines have been so persistently evident in clubbing offers year after year as the *Review of Reviews*, which stood second among all the monthlies in 1905 for advertising carried, and which has a name among advertisers that is better than great riches. The *Woman's Home Companion*, *American Illustrated Magazine*, *Success*, *McCall's Magazine*, *Garden Magazine*, *Cosmopolitan*, *Metropolitan* and *Pearson's*, have an assured standing with advertisers in their fields, and according to their circulation. Yet all are identified with current clubbing offers. All have premium circulation. Hasn't this bugaboo imposed too long on advertisers? Is there anything else to be taken in account in selecting medium except—First, the character of the newspaper or magazine itself and, Second, the amount of its circulation?

POSITION PAYS IN GERMANY.

Newspaper rates in Germany are low as compared with those of America, but as most of the papers carry a quantity of large advertisements of local traders a fair-sized space on the ordinary advertisement pages is necessary to make a satisfactory impression. It is desirable, therefore, to place advertisements next to, or facing editorial matter, and although the tariff for such preferred position is higher than for ordinary ones, yet taking into consideration the good effects thus obtained in a much smaller space, the difference in cost is not a serious one.—*Profitable Advertising*.

A TELEPHONE EXHIBIT.

Industrial shows of various kinds seem to multiply yearly in big cities like New York and Chicago, and many business houses find benefit in them as advertising mediums, maintaining that they offer a means of bringing one's goods directly before thousands of people, more or less interested, at low cost for "circulation." Millions of dollars' worth of interest in the automobile, for example, is created annually at the auto shows in various cities.

New Yory City recently had its third electrical exposition at Madison Square Garden, and one exhibit that seemed to have high advertising value was that of the New York Telephone Co. Display advertisements were printed in the daily papers, inviting the public to inspect a practical telephone exchange in operation, demonstrating the value of the telephone for business and the home. At the center of the Garden a large circular booth had been built, with a central station unifying the entire telephone service in the big building. The switchboard was provided with a plate-glass back, so that its movements could be observed. Around the railing of the booth were two dozen double telephone receivers for the use of the public, and at certain hours in the afternoon and evening, when the theaters were open, listeners could hear the music and lines of plays being performed at the New York Theater and Colonial Music Hall in Manhattan and the Orpheum Theater in Brooklyn. A third feature was an exhibition of historic telephone apparatus, comprising the first instruments shown at the Centennial by Alexander Graham Bell in 1876, with the various types down to date. In a single showcase was exhibited the entire evolution of the telephone, from the days when it was an uncanny wonder till the present, when the Bell system throughout the country carries over two million telephones, a number of messages that equals the telegraph messages of the United States and its

letters and postal cards in addition. A table in the company's booth held a plentiful supply of folders and booklets, describing various installations and classes of service, and Mr. McCann, advertising manager of the company, says that more than 12,000 pieces of literature were carried off in an evening, illustrating the degree of interest that can be aroused by a visual demonstration of this kind.

An interesting exhibit near the telephone booth was a collection of electric cooking apparatus—waffle-irons, curling-irons, stoves for heating tea-kettles, warming-pads, etc., all in active operation under the supervision of colored servants. At the waffle irons, real waffles were cooked and handed out, with maple syrup.

A third exhibit was a new Danish apparatus called the Telegraphone, which records, magnetically, on a shiny thin steel piano wire, the conversations that have come into a business office over a telephone. An absolute record of everything that is said is made, and if a business man is called up during his absence, the party calling may dictate a message to the Telegraphone, to be taken by him when he returns. The instrument is also suited for dictation to typewriters, and has a peculiarly appropriate use in large newspaper offices where want ads are taken over the telephone from many outlying branches. The New York *World*, for example, keeps a large force of girls busy taking classified ads from the telephones at certain hours. The Telegraphone, according to its promoters, Chas. K. Fankhauser & Co., 40 Exchange Place, New York City, may be installed for such service, taking as many messages as half a dozen girls, registering them with absolute exactness, and leaving a permanent record of each message to be referred to in case of error or dispute.

A DRUGGIST'S TROUBLES.

"Mister."

"Well?" said the druggist.

"Maw wants to know if she tries a porous plaster for a week an' don't like it, will you exchange it fer a tooth brush?"—*Minneapolis Tribune*.

OUR POSTOFFICE.

"Who was called down for \$72 postage on his bookcase?" is the question that Representatives are asking one another in the cloak rooms at the House end of the Capitol.

The story is that the other day three sections of a bookcase arrived at the city postoffice under the frank of a member of the House and addressed to him. The bookcase was said to contain non-frankable matter as well as official documents. One report was that a couple of flatirons for the household laundry were in the lot, but that probably was an exaggeration.

Anyhow, so the story goes, the outfit was held up in the postoffice and Mr. Representative called on to fork over \$72 postage. He is reported to have said it was all a mistake and the fault of a green private secretary.—*Washington Star.*

HARDLY A WHOLE PAGE.

George Pippert, the page at the Brown Palace Hotel, isn't much taller than the small Marco twin at the Orpheum. A day or two ago a man entered the hotel and asked for a guest.

"He's not in his room," said Clerk Shuler after looking at the key box, "but I'll have his name called. He may be in the lobby. Here comes the page now."

The man turned and saw little George approaching. "Is that boy a page?" he asked.

"He is," replied Shuler.

The man smiled. "He doesn't look like a page to me," he said. "He looks like a paragraph."—*Denver Post.*

MANY a manufacturer will spend months in his private office, with his partners or fellow officers, and hold consultation after consultation, before he attempts to manufacture a certain article or commodity; and yet when all this work is done, and the factory part is ready, he expects a low-salaried man or woman to properly present his goods to the great reading public.—*American Industries.*

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

HIGH-TONED family paper; established 30 years, owner retires from business; low price. "PUBLISHER," Box 1159, Boston.

WANTED to buy or rent obesity and chronic disease letters. State full particulars. ROBINSON, 19 Stratton, Dorchester, Mass.

WANTED—By experienced solicitor the New York representation of a high-grade journal. Address "J. P.," care of Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

DRAFTSMAN—Mechanical, wanted at once; also a first class structural and an experienced architectural man. HAFGOODS, Suite 611, 309 Broadway, N. Y.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

PRINTING Ink Company offers suitable man with \$5,000 chance to become stockholder and director with salary. Good trade. Exceptional chance with no risk. "A.," care Printers' Ink.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid. Agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Thoroughly competent solicitor for circulation, preferably one familiar with ad and job work also. Large high-grade country weekly. Middle West. "S. N.," care of Printers' Ink.

ADVERTISING Manager of large piano house desires change. Successful record. Will accept salaried position in any line, or enter small agency as partner. "J. W. I.," 5649 Harmer St., Philadelphia.

TEAM of two experienced, all around desk men, on thriving Central Pa. daily, pop. 100,000, wants to go westward. Will make good anywhere. No reasonable offer refused. "C. D. K.," P. O. Box 577, Reading, Pa.

CIRCULATION MANAGER WANTED. The leading trade paper of its class in the United States can use a first-class circulation manager who can get business without cheap schemes. Address "P.," care of Printers' Ink.

WANTED—A capable and reliable advertising salesman in Eastern territory for high-class, long-established publication, which stands foremost in its field. Address, with full information, "SPECIAL MAGAZINE," care of Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 518 Grand Ave., Kansas City, Mo.

EXPERIENCED editor and reader wants position with publishing house. Several years' experience as editor with book and magazine publishers. Harvard graduate, good proof-reader, with trained critical judgment and wide experience in general literary work. Moderate salary accepted. Best references from present employers. Address "H.," care of Printers' Ink.

Advertising Solicitors.

An experienced solicitor of newspaper advertising, with personality and good address. Good salary and position for the right man. P. O. Box 6381, Boston, Mass.

WANTED—Experienced man as advertising manager for an extensively circulated, old-established, popular, growing, family publication. Must be a good correspondent and able to prepare booklets, circulars and such literature and letters generally as will attract the attention and secure business from both general and mail-order advertisers. Good salary to right man. Address, giving age, experience and fullest particulars, "F. W.," care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. "PRINTERS' INK" is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PUBLISHERS WANTED.—We furnish handsomely illustrated auxiliary magazine service, standard size. Publishers may add any amount of local reading and advertising. Plan offers business paying from \$100 per month up. Exclusive territory given to responsible publishers. Send four cents in stamps for full particulars and sample copies. **THE BROOKS PUBLISHING CO.**, 420 Laclede Bldg., St. Louis, Mo.

WANTED.—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$25,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1705 Temple Court, New York.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY**, Rittenhouse Bldg., Phila.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

We print catalogues, booklets, circulars, advertising matter—all kinds. Write for prices. **THE BLAIR PTO. CO.**, 514 Main St., Cincinnati, O.

ADVERTISING MEDIA.

THE BILLBOARD, America's Leading Theatrical Weekly. 12th year. Cincinnati, O.

THE EVANGEL.—Scranton, Pa. Thirteenth year; 2c. agent line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE RECORD is the *Woman's Home Companion* of Troy and Central Miami County, Ohio. Only daily. Low-class medical, lost manhood, monthly regulator, fake financial, liquor, etc., advertising barred. Send for sample copy.

N. E. P. J. is a publication devoted to poultry, and reaches the farmer and fancier, who are the mail-buying people of the country. Advertising rates on application. Box 26. **NEW ENGLAND POULTRY JOURNAL**, Hartford, Ct.

THE RECORD OF A SWEDISH WEEKLY

THE BANERET in the month of December carried more clean mercantile advertising than any other Minneapolis weekly. Its circulation means character combined with buying ability. It boasts of and can prove—a circulation of higher character than any other Scandinavian weekly in the Northwest. Newspaper directories give misleading circulation statements rendered over six years ago.

Rate, 4 cents per agent line.
Size of paper (7 col.) from 10 to 14 pages.

Official organ of the Swedish Baptist Churches of the United States and Canada. **THE BANERET** is a general newspaper dealing with all the news—all the time.

The Baneret, Tribune, Minneapolis, Building, Minn.

ELECTROTYPERS.

We make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE H. L. IRKLAND ADVERTISING AGENCY. Write for particulars of the Ireland Service. 225 Chestnut Street, Philadelphia.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six year experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 55 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Montreal.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. **J. C. KENYON**, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

PATENTS.

PATENTS that PROTECT.

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **H. E. & A. B. LACEY**, Washington, D. C. Estab. 1869.

SHEPHERD & PARKER, Solicitors of Patents and Trade Marks, 508 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

PREMIUMS.

BOOKS FOR PREMIUMS—If in need of any books for premiums, communicate with **GROSSET & DUNLAP**, 11 East 16th St., New York.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York, 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

TRADE JOURNALS.

"REAL ESTATE", Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. **C. S. SOUVENIR POST CARD CO.**, 1140 Broadway, N. Y.

PAPER.

B BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect
White for high-grade catalogues.

FOR SALE.

FOR SALE—Goss Clipper Press, in good condition; 14,000 an hour; a bargain. GEORGE B. CRATER, Raleigh, N. C.

\$700 WILL buy the PENNSYLVANIAN, York, Pa., newspaper; steam equipment; cost owner \$3,000; net earnings \$2,000 a year recently.

FOR SALE—Household monthly publication. Established many years. Bears closest investigation. Low price. Address "C. A. F.," Hotel Wychmere, Chicago.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D.," Printers Ink.

GREAT WEEKLY newspaper property in a Maine County seat. Profits \$2,500 a year; \$3,500 cash required. A grand old stand-by. C. F. DAVID, 148 Townsend St., Boston, Mass.

TWO great daily properties in Texas, the land of sun-shine and money-making, for live newspaper men. At cost \$80,000 needed in each case. C. F. DAVID, Boston, Mass. L. D. Phone, Box 965-1.

SPLENDID WEEKLY and job property in Florida, the land of flowers. Just the place for a college graduate or Baptist minister. Price \$3,000. C. F. DAVID, Boston, Mass. Property for sale in 37 States.

FOR SALE—Afternoon daily in small city. Netted nearly \$6,000 last year. Will stand full investigation. About \$15,000 gets it. Write to-day, if interested.

L. S. COTTRELL, Newspaper Broker, Newport News, Va.

FOR SALE—Make us an offer for an 8-point Thorne type-setter, in good running order, and 3-0 lbs. aluminum alloy type. Machine arranged to set German and English, 2 keyboards, 2 sort cabinets, all complete. For more particulars address TRANSCRIPT, Skippack, Pa.

WE have several hundred tin boxes such as is used to hold stencils of the Rapid Addressing Machine. Having changed mailing system, wish to dispose of them. They cost us 25c. each. Only used a few months and in perfect condition. Will sell for 15c. each. Address WILSHIRE'S MAGAZINE, 125 E. 23d St., New York.

FOR SALE—Flourishing monthly trade journal, clearing \$6,000 annually. Exclusive-permanent and rapidly expanding field; reprising one of the leading industries of America \$15,000. Legitimate proposition; will bear most thorough investigation. Splendid opportunity for trained trade journal publisher to secure fine, well-established publication very reasonable. If interested, write "X." care F. I.

SUPPLIES.

NEW TYPE, 24c. lb. EMPIRE FOUNDRY, Delaware, N. Y.

NOTE HEADINGS of Bond Paper, 5½x8½ inches, with envelopes laid by, 100 for 5c.; 250 for 11c.; 500 for 18c.; 1,000 for 35c.; 2,000 for 65c.; 5,000 for 111.00. Send for samples MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink no. 36 in the trade.

Special prices to cash buyers.
BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. BERNARD'S AGENCY, Tribune Building, Chicago.

CATCH PHRASES.

CATCH PHRASES THAT TELL: 150, 25c. BAUR CO., 807 Bergen St., Brooklyn, N. Y.

COIN CARDS.

\$3 PER 1,000, Less for more any printing. THE COIN WRAPPER CO., Detroit, Mich.

POSTAGE STAMPS.

4 OFF, unused, U. S.; c. o. d. R. E. ORSER, broker, R. 6, 94 Dearborn St., Chicago, Ill.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, etching, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

STOCK CUTS.

WRITE for our catalogue on your business letterhead. STANDARD ENGRAVING CO., Photo Engravers, New York.

MAILING MACHINES.

THE DICK MATHELESS MAILER. Lightest and quickest. Price \$15. F. J. VALENTINE, Mfr., 128 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

O. O. BUCK, Treynor, Iowa, specialist in jewelry and optical advertising. Criticisms, booklets, circular letters, newspaper copy, etc.

"GRAINS OF GUMPTION," a 48-page booklet, with contents, which fully justify the title. 2c. JED SCARBOROUGH, 667a B'way, Brooklyn, N. Y.

"DIARY OF A BOOKSELLER"

an honest gossip; intelligent, literary critiques; Publishers' Announcements. Send data for test.

PERCY P. VYLE.

518 Walnut St., Philadelphia, Pa.

A Brains Business Bringing Idea from the Breezy West

introduce them in your follow-up. And no tie increased return. Address on your office stationery.

FREDERICK WARD
(Originator of Illustrated Letters),
40 Dearborn St., Chicago.

HAVE YOU? Have you now under consideration any bit of advertising that would gain from being saturated with a distinct unusualness? I mean a "something" to be aimed at a class not "reachable" with ordinary "humdrum" things, and upon whom anything remotely suggestive "hot air" or suspected of being "funny" must not be tried? Are you making anything so extra good of its kind that the proper telling of its story becomes a matter of really vital importance? It seems possible to me that you may be doing just such "considering" as this little bit of unusualness reaches your eye. If this should be so it would please me (and might pay both of us) to have you write me concerning the "concern" now uppermost in your mind.

Elsewhere I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Circular Letters in Series, Newspaper, Magazine and Trade Journal Advertisements, etc.

Here, I make the following statements that may be taken at their net "face value": I am not merely bidding for opportunities to treat sufferers from aroused curiosity, but only seek correspondence from those actually needing something in my line. When writing me it is always wise to shun postal cards.

N. C. 55, FRANCIS L. MUIR, E. 402 Sansom St., Phila.

CLASS PUBLICATIONS.



20,000 Buyers
of (\$1,025,000,000 annually)
Hardware, Housefurnishing
Goods etc.

Read every issue of the
Hardware Dealers'
Magazine.

Write for rates. Specimen Copy mailed on request.
252 Broadway, N. Y.

RATE CARDS.

THE FRANK KERNAN ADVERTISING AGENCY, 156 Broadway, New York, want rate cards from publishers for their revised files.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, huylers, Vaseline, Santol, Dr. Charles' Fresh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER, and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

225, 75c.; 324, \$1; 425, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

DISTRIBUTING.

DISTRIBUTING in the Southern States produces results that are entirely satisfactory to advertisers who place their contracts with the Bernard Agency. Write CHAS. BEKNARD, 1516 Tribune Building, Chicago.

COIN MAILER.

1,000 for \$3, 10,000, \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

ILLUSTRATORS AND ILLUSTRATIONS.

ADVERTISING Cuts for Retailers; good; cheap; HARPER ILLUS. SYNDICATE, Columbus, O.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

BOOKS.

Successful Advertising. HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of Two DOLLARS. Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

ADDRESSES FOR SALE.

10,000 ME. country addresses. 1905, 50c. per M. GUY RICHARDSON, Boston.

LIVE NAMES Fresh. Result bringers. Heiberg, So. Omaha, Neb.

ADDRESSES guaranteed; specialized service. Trade of professional names; agents, canvassers, mail-order buyers, investors, business opportunity seekers; aspirants to advertising business; sufferers of almost any disease, etc. No worked-to-death lists; no directory names. All lists guaranteed 100 per cent. that pull the business. State your requirements. "I. I. D." care of Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES.

A Class Magazine

with unusual opportunities in unfilled field. Its readers are excellent buyers of widely advertised goods. It should be developed into a direct medium for important manufacturers who now use general mediums. Has good name, fair circulation, and \$12,000 in advertising. Publisher of ability can make good money and enjoy great enhancement.

\$10,000 cash required.
Investigate promptly.

EMERSON P. HARRIS

Broker in Publishing Property

253 BROADWAY NEW YORK

ADVERTISING.

Rules helpful in Adwriting-50c.

There are certain rules that all ads must necessarily conform to, in order to pay. These rules cover them.

89 Adwriting Rules.

A small booklet, brimful of digestible rules, that will enable you to write ads that are vigorous, forceful and informing.

The Adwriter's Rule.

A strong, substantial metal ruler, embodying information continually used in the production of an ad. Postal brings folder.

Both sent prepaid for 50 cents.

L. ROMMEL, JR.,

61d Merchant St., Newark, N. J.

Benziger's Magazine.

"THE MAGAZINE OF QUALITY."

Subscription price **\$2.00** a year. Circulation **50,000** a month, guaranteed. No news stand sales—no returns. Every copy goes straight to the home.

RATES: **25 CENTS** AGATE LINE.

THE PAYING POWER OF BENZIGER'S MAGAZINE.

50,000 Catholic families, approximating 250,000 readers every month. Our readers spend millions of dollars every year.

We shall be glad to send sample copy on application. For advertising rates write us or your agent.

**BENZIGER BROTHERS, 36-38 Barclay Street,
NEW YORK CITY.**

RAILWAY & LOCOMOTIVE ENGINEERING

is the most interesting and popular railway paper published and the best all round advertising medium.

Sworn circulation for December, 1905, was **18,461**, of which between 95 and 96 per cent were paid subscribers. Published by

ANGUS SINCLAIR CO., 136 Liberty St., New York.

German Publishing House, Wichita, Kansas

JOHN HOENSCHIEDT, Proprietor

Publisher of the following German Weekly Newspapers:

Kansas Staats-Anzeiger, Atchison, Kansas.
Courier, Marysville, Kansas.
Pittsburg Volksfreund, Pittsburg, Kansas.
Presse, Ellinwood, Kansas.
Telegraph, Kingman, Kansas.

Oklahoma Pioneer, Oklahoma City, O. T.
Kingfisher Journal, Kingfisher, O. T.
Oklahoma Staats-Zeitung, El Reno, O. T.
Oklahoma Post, Guthrie, O. T.
Joplin Tribune, Joplin, Mo.

Wichita Herold, Wichita, Kansas.

Each of these papers has an entire independent list of subscribers. They are published and circulated in Territories thickly settled by thrifty Germans, and as advertising mediums for the German Reading Public they cannot be surpassed.

Advertising rates and sample copies will be furnished on application.

Address all communications to Main Office, **WICHITA, KANSAS.**

The Weekly Live Stock Report

Union Stock Yards, CHICAGO

PLEASANT HILL, Ohio, September 28, 1905.

THE WEEKLY LIVE STOCK REPORT. Chicago, Ill.

Gentlemen: Returns from my advertisement of the "Beery Driving Bit" in your valuable paper have caused me to increase my space with you. I have been an advertiser in The Report for years, and can truthfully say that the returns, for amount of money invested, have been greater than from any other paper of like nature. I not only get inquiries, but they almost all develop into orders, proving that your readers are the kind that are pleasing to advertisers.

Yours truly,

(Signed), **JESSE BEERY.**

AMERICAN MAGAZINES HAVE NO COMPETITORS IN CANADA.

The Speaker of the Canadian House of Commons, Mr. Sutherland, has admonished a meeting of Canadian teachers to discourage the reading of United States magazines by their pupils. One of his grounds of objection to these magazines is that their "dominant note" is "Great and wonderful we are." He would have Canadian boys and girls read rather of the glories of Canadian history.

Mr. Sutherland's warning will be fruitless. You can't force people's taste in reading. The best popular magazines now printed are by all odds the American. They are also very cheap, in spite of a typographical excellence which generally is equaled nowhere else, certainly not in Canada. They make their way on their merits solely, and until Canada produces magazines as good they will dominate the Canadian market.—*New York Sun*.

Fifty per cent of our advertisers, whether they confine their advertisement to the trade papers, to the catalogue, or to the circular, or whether they are users of national or international publicity, receive less than one-half of what advertising is anxious to do for them, because they treat advertising as a side issue.—*Nathaniel C. Fowler, Jr.*

SMALL SIZE POSTERS AN ADVANTAGE.

In France the existence of a tax graduated to the dimensions of posters greatly reduces the average size. This in various ways makes directly and indirectly for more artistic advertising. In the first place, it limits the positive offense which an unsightly advertisement can give. If a thing is ugly, the less there is of it the better. Secondly, it is an incentive to the production of more artistic posters. When all posters are limited in size, the best ones are sure to assert themselves, whereas in England the good poster may be so swamped by gigantic bills round it as to be hardly noticed. The result is that size becomes more important than beauty for advertising purposes.—*"The Business of Advertising," by Clarence Moran, London, 1905.*

L'Intransigeant, the Paris paper made famous by Henri Rochefort, has organized a race for Paris cab-horses to Saint Germain and back. Measures to prevent overdriving will be taken and *L'Intransigeant* will give the winner 500 francs.—*Fourth Estate*.

ADVERTISING is not only a manufacturer's seed corn, but it is his harvester, his mill for grinding the grain, his cook stove and his cake.—*Agricultural Advertising*.

CONNECTICUT'S LEADING NEWSPAPER.

The Hartford Times

Sworn to
Circulation
in 1905
was

17,637
Copies Daily.

THE TIMES prints more papers, more pages, more news and more advertising than any other Connecticut daily.

THE TIMES is a three-cent newspaper. It goes into the homes of the better class of people. It distributes no sample copies. Allows for no unsold papers. Offers no premiums.

Address,

THE TIMES,
HARTFORD, CONN.

Latest News of the Newspapers

**Ayer & Son's
American
Newspaper
Annual: 1906**

Contains the latest and most authentic news concerning the newspaper world — the births, marriages and deaths, the growth or decline of individual publications.

This information is of the utmost value to all having any dealings with newspapers. It is clearly due the purchaser of such information that it be put before him in a form in which he can easily find what he wants.

The Annual meets these and other requirements to the satisfaction of the business men who know the book. The demand from them was such that the 1905 edition was exhausted in July. This caused us both satisfaction and regret.

The 1906 edition is now ready.

Sent anywhere, carriage prepaid, on receipt of \$5.00. An order now will place the latest information at your service for a whole year. A booklet if you prefer it, but you had better have the book itself.

N. W. AYER & SON
PHILADELPHIA, PA.

Albert Frank & Company

ESTABLISHED 1872

General Advertising Agents

One of the oldest and largest advertising agencies in America. Recognized leaders in financial advertising.

Clientele includes the foremost banks, bond houses, industrial corporations, insurance companies, railway systems and steamship lines.

Special attention paid to high-class advertising. Campaigns planned and executed in newspapers, magazines and trade journals throughout the United States, Canada and Europe.

Booklets, catalogues, circulars and other advertising literature attractively designed, effectively written and artistically printed.

25 BROAD STREET, NEW YORK

109 State St., Boston 420 Sansom St., Phila.

218 La Salle Street, Chicago

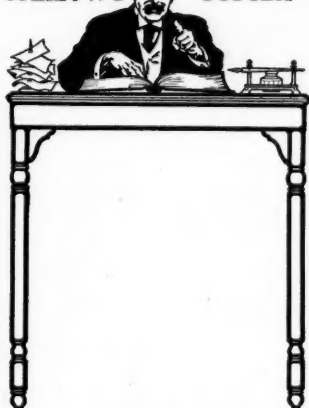
COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

There have been reproduced in this department a number of advertisements which partially concealed the character of the article advertised, but here is one—the Barlow Brothers advertisement—which entirely achieves that end. We know that it is a book because the advertisement says so, but what the thing is about or what it does is revealed only by the headline, and that tells next to nothing at all. The illustration

Jewelers' Circular, one of the leading jewelry trade papers. It doesn't convey much of an idea except, perhaps, that the gentleman on the left has been patiently

BARLOW'S INVENTORY SYSTEM



**BARLOW'S
INVENTORY
SYSTEM**

is simply an air line
route to a perfect inventory.

Completed it is a bound and paged
book, each department separate
and instantly referable to.

EXPENSE TRIFLING
Send for descriptive circular.

BARLOW BROTHERS,
Grand Rapids, Mich.

NO. 1

of the gentleman in armor spearing the dragon still further tends to throw dust in the eyes of the seeker for information. In the advertisement marked No. 2 we have a plain and simple advertisement, carrying out the idea that Barlow's Inventory System is something which would be useful to a business man—as very possibly that is the right idea.

* * *

The Kohn gold chain advertisement occupied half a page in the

No. 2

standing with uplifted hammer for fifty-six years. It is about time that he got busy and did something besides wishing the general public a Happy New Year in expensive trade paper space.

1850
1906

ALOIS KOHN & CO.
 Gold Chains
 present their best wishes for the
 New Year

10-18 Madison Lane, New York

This "Happy New Year" business in advertising is uncalled for. If, in your correspondence you can introduce little personal messages of good will and good wishes,

that is a different thing, but a trade publication or a publication of general circulation is no place in which to print miscellaneous compliments. Better stay out entirely or use advertising space for its legitimate purpose—the printing of trade news.

This full page magazine advertisement of the International Correspondence Schools is worthy of study. It is one of the most striking things in the current magazines. The display takes up much more than half of the entire advertisement, but the

handle, and the accompanying copy strengthens the good im-



Pruning Shears

Will Snip a Broom Handle

That gives you an idea of the strength and quality of the pruner. Wise Pruning Shears will outlast a dozen ordinary ones. They will cut tissue paper. That shows how nicely they are adjusted.

Nurserymen and growers of fine trees use them in preference to all other shears—they will cut clean the thickest twigs or the

Wiss dealers will replace free of charge any shears returned defective or unsatisfactory.

All parts are interchangeable. If any part (say the blade) becomes worn, it can be replaced, thus making the shaver as good as new at a slight cost.

Made in two sizes—9 inch, \$2.25; 10 inch, \$2.50

Extra blades, 50 cents each. For sale by all dealers.

J. WISS & SONS CO., 15-33 Littleton Ave., Newark, N. J.

What do

You

Get

On

Pay Day

—just enough to carry you until the next without a dollar in interest! Then this offer of the International Correspondence Schools is **vital** to you! If you will indicate on the coupon below your choice of an occupation the great institution will at its **own expense** show you how you can without neglecting your present work, leaving home, or *disturbing yourself financially* qualify yourself for a high position and a good salary. There is no risk, no catch, no burning! This is a **bonafide** offer to *earnest* men and women by an institution of fourteen years standing representing an invested capital of \$5,000,000. **Can you afford to miss it?**



way the inquiry is hurled at the reader is sure to stop him. It would not always be good policy to spread a headline all over a page in this manner, but in this particular case it made a strong and undoubtedly successful advertisement.

One could hardly fail to be impressed by this Wiss Pruning Shears advertisement. The illustration is a very strong and convincing one. The man who needed a pair of pruning shears could not fail to pause and consider shears powerful enough to clip off a section of a broom

pression created by the illustration.

The full page magazine advertisement reproduced here is one of the many pieces of publicity which call attention to the attractions of that well advertised State—California. The copy of this



advertisement details in an enticing manner the attractions of many of the leading California resorts, but the display part of the advertisement leaves much to be desired. There is no necessity for a heavy double heading in the

ad—saying California once would be enough, and this heavy heading not only takes up a lot of space but kills whatever artistic value or attractiveness the illustration might otherwise have possessed. A design of this kind certainly does not fit the subject.

CREATIVE WORK.

TEN EYCK T. MOSHER,
180 South Pearl Street,
ALBANY, N. Y., Jan. 4, 1906.

Editor of PRINTERS' INK:

When you had your last special real estate edition of PRINTERS' INK in 1904, I received a sample copy of same and read it from cover to cover, being very much interested in the contents. I sent you my check for a two years' subscription, and since then I think I have got my money back three or four times over. When I first began to read PRINTERS' INK we were only advertising in a very small way, mostly running small want ads of to let and for sale facts of the driest kind. Through the Little Schoolmaster, however, I saw the possibilities of advertising of a better and more extensive kind and set to work to turn my ideas into facts. Yours very truly,

TEN EYCK T. MOSHER, JR.,
Advertising Manager.

THE Inland Farmer

OF

LOUISVILLE, KY.

holds the leading position among the agricultural journals of the South. In fact you can't properly cover this prosperous section unless you have THE INLAND FARMER on your list.

IT LEADS in editorial force and literary features, in quality of presswork, paper, stock and illustration, by having a paid-in-advance subscription list more than double that of any farm weekly published South of the Ohio River.

A Circulation of 32,000 in
the Heart of Prosperity.

THE INLAND FARMER
LOUISVILLE, KY.

A Frank Admission

OFFICE OF THE NEW ERA.

My Dear Sir:

Clinton, Ont.

I really have no excuse to offer for not continuing to receive my inks from you. What I did get were quite satisfactory, and, as a matter of fact, I have frequently recommended your inks to my confreres. I suppose a man at times changes almost unconsciously, but you will find me coming back to you.

Yours, etc.

ROBERT HOLMES.

THE frank admission of Mr. Holmes pleases me much more than if he ordered a bill of goods, as it proves I have his good will, even if he does forget I am still in the business. In all my years selling ink I don't remember ever wilfully making an enemy, and when a man chooses to buy from others, I don't go up in the air and call him all sorts of names. My policy has always been to induce the printers of the country to make a comparison of my inks and my prices against those of the credit ink houses, and, if the difference is not a long ways in my favor, I won't bother following up a possible customer. Send for my new sample book.

ADDRESS

Printers Ink Jonson

17 Spruce St., New York

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

MERCANTILE TRUST COMPANY,
Real Estate Department.

St. Louis.

Editor Ready Made Department:

I take the liberty of sending you by this mail a copy of our real estate catalogue, and hope you can spare time to look through it.

I enclose also a sample of my advertising efforts. Would like a comment.

Yours truly,

GEO. F. HEFFERNAN.

The catalogue has not yet been received, but the ad is good enough to deserve reproduction here, and more than passing notice. The original occupied a space of $7\frac{1}{4}$ inches double column, in the St. Louis *Globe-Democrat*, and the contrast between the type, liberal margins and double rule border is pleasing and restful to the eye. But that is as far as its restfulness goes, for the type is not only too small for easy reading, but is an italic face that is much harder on the eyes than a plain Roman face of the same size. With rare exceptions, the daily newspaper ad must be very legible to be thoroughly read, and this is particularly true of ads which do not offer bargains, or some service that a great many people are interested in and much in need of. This ad contains enough matter for a good circular, in which form, with larger type, it should be very effective. In the newspaper, it should either have been cut down a little (as it might be, without loss of force), printed in sections, or given the necessary space for a more readable type—say two or three more inches. But the thing that I like about it is its frank and business-like exposition of the Mercantile Trust Co.'s methods of selling real estate. There is, however, one point which I believe might have been more thoroughly covered—that of the small commis-

sions charged. The inference is that the commissions are less than are usually charged by the "straight line" real estate dealer, and, after making this deduction, the possible client naturally wonders how that can be. Right there is the place to say something about the division of expenses which is possible where two or more distinct sorts of business may be handled, in part at least, by the same force and at a lower cost for rent, heat, light, etc. Probably this feature cuts a comparatively small figure in lowering commissions; yet, if the point of low commissions is to be made at all, it would seem advisable to give some reasons, and these particular reasons are not only plausible but, no doubt, true. The tone of the entire ad is well calculated to inspire confidence. The faults that I have found with it may not be fatal, yet are of sufficient importance to deserve careful attention in the preparation of future ads. It strikes me that the paragraph stating that the company owns none of the properties its catalogues is a particularly strong one, and that it might well be elaborated in an ad devoted to that subject alone. It suggests a freedom from bias or prejudice in the sale of the properties offered which should be a consideration of importance to both buyer and owner:

THE SELLING OF ST. LOUIS REAL ESTATE.

There are hundreds of property owners in this city who want to sell and who have not made up their minds on the very important question—to whom should they intrust the task—often a very difficult one—of finding a buyer.

The economy sometimes practiced of saving the commission frequently proves a serious extravagance, therefore there are few nowadays who act as their own real estate agents.

With the buying of real estate (except for our clients) this company has little to do, but the selling is a profession to which we devote all the intelligence of a splendidly equipped department.

To dispose of property listed with us by our clients is the original cause of this department's existence, and the great aim that has carried it to a measure of success of which others may be the best judges.

It may seem strange to say that while this company publishes the largest and finest catalogue of St. Louis property that has been compiled by any local agency, it does not buy or own a dollar's worth that appears between the covers of its own book, but the great advantage secured to both buyer and seller by this policy soon becomes apparent to any thinking person.

We sell for a small commission only and all above that commission goes to the seller invariably.

To this platform, on which we are proud to stand, we will add the planks of liberal advertising (entirely at our own expense), fair methods, no charge unless a sale be made; prompt settlement when it is, and invite the owners of St. Louis to list their real estate with us, thus gaining all the benefits to be obtained through the generous use of printers' ink, every possible modern facility, and the tireless efforts of a thoroughly experienced corps of real estate experts, whose only duty is to sell your property.

MERCANTILE TRUST CO.,
Eighth and Locust, St. Louis, Mo.

*One of a Series by E. R. Mustin,
Tioga, Phila., Said to Have Pro-
duced Excellent Results.*

Girls, Why Not Make Your Own Dresses?

Think of the money you could save in the course of a year for other pleasures.

Better join our dressmaking class and learn our superior system. It won't cost you much and you'll be surprised how quickly you can learn.

May we mail you our free circular explaining our methods of teaching?

Classes day and night.
We'll teach you at home if you so desire.

AROSON'S DRESSMAK-
ING SCHOOL,
3832 Germantown Avenue,
Germantown, Phila., Pa.

*One of a Series Which Owes Much of
Its Strength to the Straight "You
and I" Talk That Seems to Promise
Mr. Mosher's Personal Attention to
Every Transaction.*

To Real Estate Owners

I am prepared to take entire or partial charge of any kind of Real Estate in the city of Albany, and will charge therefor the usual rate for collecting rents, giving my attention to all other details without other charge. If you desire, I will attend to repairs, pay taxes, water rents and fire insurance premiums, and, in fact, relieve you of all worry in connection with your property. I am relieving others of worry, and can refer you to many satisfied clients if you are interested.

Write, call or telephone for more details. Tell me your troubles and let me eliminate them.

ABOUT SELLING REAL ESTATE.

I don't promise you that I can do the impossible; by that I mean get more for your property than it is worth. No man alive can do that, but if you will come to me with a full description of your property and tell me your lowest price, I will get it for you if the property is worth it. Soon after January the selling season will be on in full swing, but you should see me now, so that I can be prepared to offer your property when the demand begins. It must seem to you reasonable that a real estate agent can reach more prospective purchasers than a private owner can, and I tell you I have as good facilities for reaching purchasers as any real estate agent in Albany. Some owners think I have better facilities; as for that, it won't cost you anything to try my services and see for yourself, because if I make no sale I make no charge. Office open daily until 6 p. m. and Saturdays until 9 p. m. If I am busy or out when you come to my office, talk with my son.

TEN EYCK T. MOSHER,
180 So. Pearl St.,
Albany, N. Y.

ELMER TIMES COMPANY,
Publishers Elmer "Times,"
ELMER, N. J.

Editor Ready Made Department:

Being a scholar of PRINTERS' INK Ready Made Advertisement department I take the liberty of enclosing a freak ad which I clipped from a Vineland daily this week. I hardly think that PRINTERS' INK will endorse this style of smartness. Isn't it doubtful that the ad will accomplish its intended purpose? If read at all it may cause a smile at its ridiculous qualities, but I hardly think it will sell valentines.

Yours truly,
HUBERT S. FOSTER.

IMPORTANT ARRIVALS IN TOWN.

Cupid came in last night on a late train and is going to make his headquarters at Galloway's, 605 Landis Ave. See the winged angels in Galloway's window, with buckets of pure love for everybody. Come early for your valentines and avoid the rush. Don't do as you did for Christmas cards, come when they were all thumbed over or gone. Get 'em now while they are fresh and clean. Maud, send one to Johnny. He will understand. Johnny, send one to Maud, and she will catch on. Nothing like a valentine to hatch out doubtful love or warm over an old love. Beats love powders all to pieces and is cheaper. Don't wait until the other fellow sends her one and lose your chance for taking her to Parvin's Pond next summer. Cut your ice now in cold weather. See Galloway. He is an expert on love affairs. But don't be cheap. What is 50c. to blow in on the girl that keeps you awake nights guessing. Clinch the matter now before things get cold. Don't get a misfit. Consult Galloway, and if he doesn't know all about everything he will tell you more about it than if he did. Cupids from the largest to the smallest size. All fresh goods. No old maid cupids left over from last year. Get in line early. Galloway.

I don't believe that any young man who is sufficiently in love to send "her" an expensive valentine, will be favorably impressed by this flippant treatment of that tender passion. It may appeal to the schoolboy or girl with a dangerous rival, but they do not buy anything very pretentious in this line. The young man who is in earnest and is determined to prove his love for her without regard to the cost, knows all about the other fellow. What he wants is talk about valentines and how their beautiful sentiments are appropriately clothed by the engraver

and printer. If I were selling valentines, I would rather print something like this:

Daily News From The Big Book Store.

VALENTINE'S DAY TEN DAYS AWAY.

None too soon to select your messages of friendship and pleasant reminder for that day.

Our stock of Cupid's missives is unusually large and pleasing. Prices from 1c. to \$5.

From the smallest cards to the largest valentine book everything is dainty and refined.

An exceedingly choice lot of humorous valentines (not the coarse comics) for all ages. Come and see them.

HANFORD & HORTON,
6 North Street, Middletown, Conn.

A Hint for the "All Night" Restaurant. "Something to Eat After the Dance," Would Have Made a Better Headline. "Now" is Weak. From the Albany (N. Y.) Times-Union.

Now

is the time when quite a problem is presented by the dances. For they end at an hour which makes it too late to go to a restaurant, and yet they leave you mighty hungry.

The Essex is then just the thing. Just what you want, just as you want it, and just when you want it. No annoying delay, but something very good, very quick, very reasonable, and then home to bed.

H. J. HAMPTON,
The Essex Lunch,
—Always Open—
60 N. Pearl. (Branch at 18
S. Pearl.)
Albany, N. Y.
Troy, 9 Third Street.

Good Starter for a Few Cut Prices on Winter Garments. From the Wolcottville (Ind.) Herald.

B-h-h-h-h

Isn't the weather cold. You'd better come down and pick out an Overcoat, for it's going to be cold weather yet before winter is over. We can please you in price, fit and finish. Our shop is first door north of Bradbury's restaurant. Come in.

ACKERMAN BROTHERS,
Wolcottville, Ind.

Not Half Enough Attention is Paid to the Advertising of Children's Shoes—a Good Entering Wedge for the Grown-Up's Trade. From the Reading (Pa.) Eagle.

Footwear For Little People

Baby shoes receive the attention at the Comfort Shoe Store that they deserve—but rarely get.

No other shoe store in this locality ever before attempted such an assortment—both of novelties and staples.

From the tiniest booties for infants to school and dress shoes for the larger lads and lassies the stocks are complete.

Pretty little ankle ties for the baby cost 25c. and 50c.—all colors of leather.

Girls' lace and button shoes, gun metal, kid skin and patent leather, plain and patent tips, orthopedic shapes made by the hand-sewed Goodyear process.

Sizes 6 to 8, \$1; Best Grade, \$1.25.

Sizes 8½ to 11, \$1.25; Best Grade \$1.50.

Sizes 11½ to 2, \$1.50; Best Grade \$2.

Women's Sizes, 2½ to 6, \$2 and \$2.50.

COMFORT SHOE STORE,

634 Penn Street,
Reading, Pa.

Very Good. The Price Range Would Have Made it Better. From the Montgomery (Ala.) Advertiser.

A Matter of Mantels

Nowadays the Mantel is as much an article of adornment as necessity. The correct style must always be considered. Our great variety of styles embraces every idea in nowadays Mantel designing. You will find here a Mantel to match your library finish—or perhaps your dining-room is to be finished after the old Mission effect. All right. We can match that perfectly. After all, it's the Mantels that furnish the finishing touch to your home. Have it nice. See our display.

PAYNE, WILLINGHAM & WOOD,

Montgomery, Ala.

A Good One For Sloppy Weather. From the Washington (Pa.) Daily Reporter.

High Top Out-Door Shoes

Shoes to keep your feet dry—the health protecting kind—Warm because they are made of the best leather, with weight; and dry because the leather is the water-proof kind. These shoes are built with double feet.

We have the largest line of good working or outdoor shoes shown in town.

Our Royal \$3.50 dress and medium weight shoes are the best \$3.50 shoes shown in the county.

Remember the place—
Royal \$3.50 shoe sold only by

BURCHINAL'S,
West Chestnut Street,
Washington, Pa.

For An Ice Rink. From the Binghamton (N. Y.) Republican.

Enjoyment of Out-door Sports

such as ice skating is a splendid indication of good health. It is an easy matter to cultivate a taste for ice skating when good smooth ice and a comfortable resting room are at your service. Skate at Lyons Park—you'll find good people there.

KRUSE,
11 Court Street,
Binghamton, N. Y.

A Good One to Print at House-Cleaning Time. From the Lima (O.) Republican Gazette.

Mrs. Housewife, your attic is jammed with useless stuff, isn't it?

Every time you clean house you resolve that that stuff must go!

But how sell it?

Gazette want ads are the solution. They are the tireless little messengers of the household that search and search until they've brought you and the right person together.

25c. one time; three for 50c.

"Forty Years An Advertising Agent." 1865-1905. By George Presbury Rowell. 12mo., 517 pages. Price \$2.00. New York: Printers' Ink Publishing Company.

* * *

Really this is a most engaging volume—this breezy, gossipy story of the life and observations of an advertising man.

The general reader will find entertaining, instructive, and surprising matter in these frank confessions of a member of the most modern and mysterious of professions.

* * *

You will find mentioned among Mr. Rowell's acquaintances most of the names that you have ever seen associated with pills, lotions, hair restorers, and panaceas generally. Mr. Rowell speaks quite familiarly of these great men and supplies much curious inside information—all in the friendliest spirit. His anecdotes are not, however, confined to patent medicine people; he tells stories of famous newspaper publishers all over the country, beginning with Boston of forty years ago and ending with New York of last year.

Truth is, Mr. Rowell is the Horace Walpole of the world of "business" during the past four decades. He knows a vast number of things, he has a pretty talent for selecting interesting aspects, and he is clever enough with words. He knows, too, the charm of the seemingly trivial. In short, he is a born gossip—and that in no offensive sense.

Of his vast store of anecdotes it might not be prudent to set all down here. Neither may one in a family paper, with no ambition to mix in people's private or business affairs, quote quite at random from his revelations and expressions of opinion. However, these revelations and opinions are not the least interesting part of the book, especially the reminiscences of well-known personages, places, and publications in Boston and New York in the fifties and six-

ties. Mr. Rowell, who was born in Vermont, came to Boston in 1858. In 1865 he set up for himself as an advertising agent. His modest beginning was a fine scheme for supplying a column of advertising to each of a hundred papers in various parts of New England. He tells you all about his first office, and his first office boy, and his first waste-paper basket, and explains the working of the scheme and its profits. The undertaking prospered, and presently our author came to New York, where his office was in the old Times Building, in Park Row, and his residence in a boarding house on University Place, which was later the Café Martin. He gives a catalogue of his rivals in the advertising business, and brief and lively biographies of each; tells of his own tiffs with this one and that one.

* * *

Then he tells about famous New Yorkers and places in New York, about the ways of newspaper publishers and the curiosities of advertising rates, past and present. He visits the West and serves up a chapter about newspapers and publishers there.

This is no place to dwell upon Mr. Rowell's business career, the details of which, throughout the book, are subordinated to matters of more interest and importance to a reader and apparently to Mr. Rowell himself. To the layman it is a book of revelations, to the man on the editorial side of a newspaper it is a mine of curious facts. To the advertising man of course it is nothing new—but to him also it may be most interesting. Mr. Rowell retired in 1905 from a business which, it is obvious (pecuniary profit apart), furnished him with no little entertainment. The mere reader of books and student of men will thank Mr. Rowell very heartily for the chance to see something first hand and real, something that lifts the veil.

From the New York Times, Saturday Review of Books, for January 27th.